

**Breast Cancer Research
and
Education Trust Fund
Report
FY 2009 – FY 2013**

October 2013



Prepared By

**Division of Women's Health
Department for Public Health
Cabinet for Health and Family Services**

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Annual Report on the Breast Cancer Research and Education Trust Fund

This report was prepared by
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Kentucky Department for Public Health
Cabinet for Health and Family Services
and
The Breast Cancer Research and Education Trust Fund Board

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REPORT OVERVIEW

This report is prepared pursuant to KRS 211.590, which states that a report be provided to the Governor and the Legislative Research Commission (LRC) detailing the plan developed for the expenditure of funds for the current and next fiscal year, a summary of the use and impact of prior year funds, a summary of the activities of the Board of the Breast Cancer Research and Education Trust Fund (BCTF) during the prior fiscal year, and any recommendations for future initiatives or action regarding breast cancer research, education, awareness, treatment, and screening.

MISSION

The mission of the BCTF Board is to enhance efforts to reduce breast cancer incidence and mortality. The efforts of the Board target the program needs and challenges specific to population groups and geographic regions.

HISTORY

In 2005, legislation was enacted creating the BCTF under KRS Chapter 211.580. The purpose of the fund is to support breast cancer research, education, treatment, screening, and awareness in Kentucky. The Board is attached to the Cabinet for Health and Family Services (CHFS), Department for Public Health (DPH), Division of Women's Health (DWH), and is the state agency responsible for administering the BCTF Program. KRS 211.590 directed the BCTF Board to promulgate administrative regulations to establish a competitive grant program to provide funding to not-for-profit entities, educational institutions, and government agencies in Kentucky offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening.

NEED ASSESSMENT

Kentucky is comprised of 120 individual counties, varying in geographic size, population, income/poverty, and educational attainment. Key areas of Kentucky still remain isolated and distant from major cities, universities, and health care services. The far eastern portion of the state, known as Appalachia, consists of 51 counties and is dispersed over 17,714 square miles.

There are many socioeconomic factors contributing to high breast cancer mortality in Kentucky including high rates of poverty and unemployment, lack of education, cultural attitudes and beliefs, and family orientation. These socioeconomic barriers prevent many women from receiving breast cancer screening and treatment services.

According to the most recent data available (2007), breast cancer is the second leading cause of cancer deaths among women in Kentucky. Based on the 2007 data from the National Cancer Institute (NCI), Kentucky was ranked as having the 12th highest breast cancer death rate (24.4 deaths per 100,000 women) in the nation.

Breast cancer is the most commonly diagnosed cancer among African American women, yet the overall incidence rate is 10% lower in African American women than in white women.

However, African Americans have the highest death rate and shortest survival of any racial and ethnic group in the U.S. for most cancers. This is attributed to late screening, diagnosis, and treatment for breast cancer.

PROGRAM PLAN SUMMARY

KRS 211.590 authorizes the BCTF Board to promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590, including the establishment of a competitive grant program to provide funding to organizations offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening. Accordingly, the DPH promulgated administrative regulation 920 KAR 3:010 which set the requirements for the BCTF Grant Program.

PROGRAM PLAN OVERVIEW

The BCTF application is made available online at the CHFS DWH website: <http://chfs.ky.gov/dph/info/dwh/> . See Appendix B for the detailed application process. Eligible grant applications are reviewed and scored by an objective grant review committee. Preference for funding is given to entities whose programs will serve medically underserved populations. BCTF program accomplishments are reported to the Governor and the Legislative Research Committee each year.

PROGRAM FINANCIAL SUMMARY

Revenue for the BCTF consists of funds collected from the sale and/or renewal of the “Driving for a Cure” specialty license plates, the state income tax check off, and any other proceeds from grants, contributions, appropriations, or other moneys made available for the purposes of the BCTF. The primary source of revenue for the BCTF is from the sale and renewal of the “Driving for a Cure” specialty license plates. The Transportation Cabinet collects the funds from the sale or renewal of license plates from county clerks and remits the CHFS share of proceeds to the Trust Fund at the beginning of the following fiscal year. For example, monies used to fund FY 2013 grantees were collected by the Transportation Cabinet in FY 2012 and remitted to the BCTF at the beginning of FY 2013. In addition, citizens may make contributions to the Trust Fund when they purchase or renew their license plates and these proceeds are also forwarded to the Trust Fund. Citizens may also designate donations to the Trust Fund on their annual Kentucky state income tax form. Donations made through the Trust Fund check off box are sent to CHFS on a monthly basis.

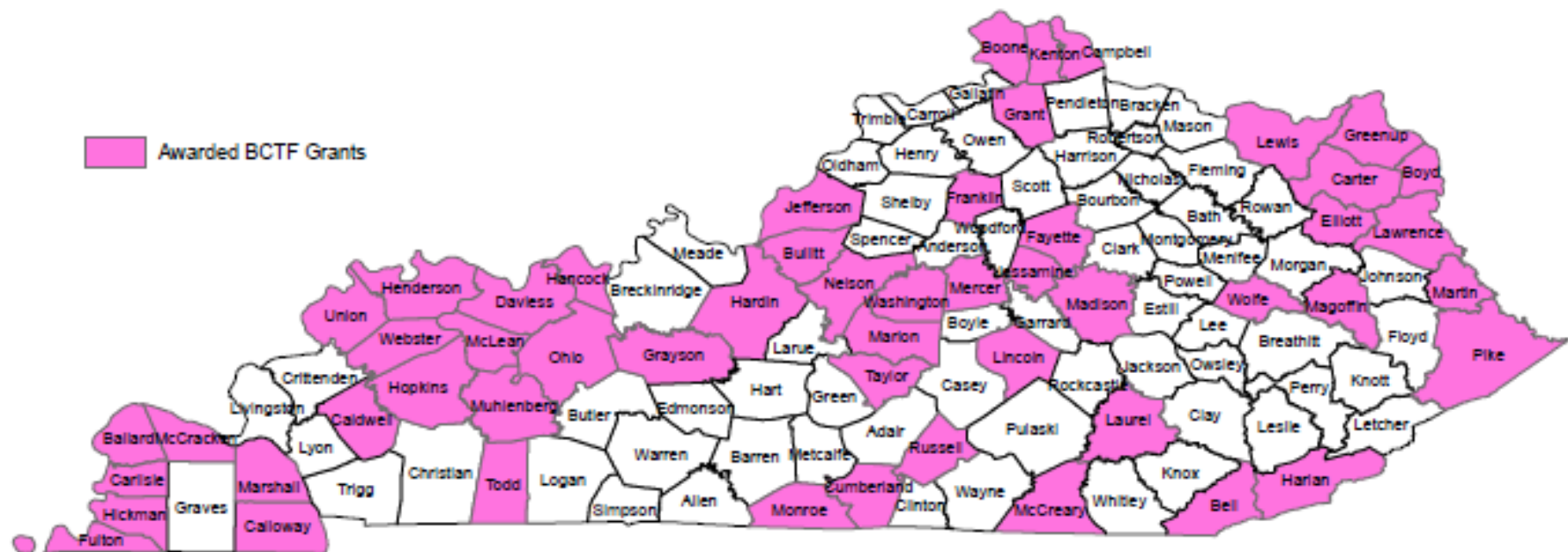
Breast Cancer Trust Fund
Total License Plate Sales and Renewals

Fiscal Year	Total License Plates Sold	License Plates Renewed
FY 2009	4,839	13,072
FY 2010	4,441	15,528
FY 2011	4,936	19,363
FY 2012	5252	23,364
FY 2013	5190	23,222

Department for Public Health
Breast Cancer Trust Fund Revenues
by Fiscal Year

Fiscal Year	Revenues Received from License Plates (New + Renewal)	Income Tax Check-off	Total Revenues
FY 2006	\$0	\$46,275	\$46,275
FY 2007	\$692	\$52,410	\$53,102
FY 2008	\$22,433	\$59,064	\$81,497
FY 2009	\$139,364	\$57,775	\$197,139
FY 2010	\$180,046	\$53,963	\$234,009
FY 2011	\$198,900	\$50,541	\$249,441
FY 2012	\$209,336	\$45,965	\$255,301
FY 2013	\$202,502	\$43,406	\$245,908

Areas of Service Awarded Breast Cancer Research and Education Trust Fund Grants
FY 2006-2013



FY 2009 Grantees

Five Kentucky agencies promoting breast cancer awareness, screening, and access to services were recipients of the BCTF Grants for the Fiscal Year 2009. These awards recognized programs that best demonstrated sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY 2009:

The Foundation for Health, Inc.

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$19,362.38

III. Areas Served:

Daviess, Hancock, McLean, Union, Webster, and Henderson Counties; other counties served based upon need.

IV. Goals and Objectives:

- Provide awareness and education, through the Mammogram for Life Program, of the importance of early detection and preventative services, including clinical breast exams, self-breast exams, and mammograms.
- Provide free mammograms to women in our community who are uninsured or underinsured and have no other means of getting a mammogram.
- If an abnormality is found during a screening mammogram, provide free diagnostic services, including diagnostic mammograms and ultrasounds.
- Give women diagnosed with breast cancer referrals to different resources available for treatment and support.
- Provide medications and radiation bras to breast cancer patients who cannot afford these items on their own.

V. Progress Report:

- Through the Mammograms for Life program, utilized a variety of education events in FY 2008 - 2009.
- Set up informational tables for literature to be handed out at free clinics, post offices, health fairs, grocery stores, and county extension offices.
- Provided literature at the Daviess County "World's Greatest Baby Shower" event, local Bunco parties, and at programs in private homes. The packets were also handed out to women who visited the mobile mammography unit.
- Participated in the Susan G. Komen "Pink Sunday" campaign, providing breast cancer information and literature to 4,300 women in the area through churches.
- Through Mammograms for Life program provided the following during the FY 09 grant period in Daviess County:
220 mammograms (115 screening and 105 diagnostic mammograms);
Breast cancer patient medications for two individuals; and
Breast cancer patient radiation bras for 14 patients.

Kentucky Cancer Program East & West

I. Grant Amount Awarded:

\$10,500.00 each (\$21,000.00 total)

II. Amount Expended:

\$10,500.00 each (\$21,000.00 total)

III. Areas Served:

Racetrack host counties and participants

IV. Goals and Objectives:

- Reduce breast cancer incidence and mortality, increase awareness, provide education, and promote opportunities for early detection. The focus will be on race fans and track workers, placing special emphasis on the underinsured and uninsured and medically-underserved.
- Working with the Office of the First Lady, the racing industry, and others, coordinate and implement events at all of the state's race tracks. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, survivor champions, and distribution of educational materials. Backside Outreach: Breast Cancer Education and Screening Referral will utilize staff and bilingual outreach educators to conduct awareness and recruitment activities, individual and group educational presentations, and opportunities to promote screening.
- Link women with screening resources such as mobile mammography, LHDs, and the Kentucky Racing Health and Welfare Fund.

V. Progress Report:

- Held Breast Cancer Race Days at Keeneland, Turfway Park, Churchill Downs, and Ellis Park to provide breast cancer awareness and education.
 - Turfway Park racetrack hosted a Pink Race Day in September 2008 for 2,000 race fans.
 - Keeneland racetrack hosted a Pink Race Day in October 2008 for 9,989 race fans.
 - Ellis Park racetrack estimated 2,500 were in attendance in August 2009 for a Pink Race Day.
 - Churchill Downs racetrack hosted 5,900 for Pink Race Days in November 2008 with over 104,000 in attendance in May 2009.

People in attendance received information about breast cancer, had the opportunity to visit an educational display of one-on-one information about breast cancer screening, saw a race dedicated to breast cancer (jockey wore pink arm bands, horses had pink towels, and a special cooler and trophy were awarded by Kentucky First Lady Jane Beshear), and breast cancer survivors were recognized in the Winner's Circle. In addition, 300 breast cancer survivors at Turfway Park and 301 at Keeneland received t-shirts and incentives with screening messages. Attendees were provided special refreshments and heard a presentation from Kentucky First Lady Jane Beshear and

racetrack officials acknowledging the importance of breast cancer screening. Attendees were given an opportunity for pictures with the Governor's wife in the Winner's Circle.

- Through the Backside Outreach, offered one-on-one education and outreach to 288 backside workers by bilingual health educators. A mammography van was available on-site for screening days at Keeneland in October 2008 and the Thoroughbred Training Center in September 2008. A total of 34 women were screened. St. Elizabeth hospital provided a mammography van for on-site screening at Turfway Park in February 2009 for 21 women. At least 60 people at Ellis Park were educated and approximately 355 at Churchill Downs for a total of 451, greatly exceeding the goal of 75. A total of 77 women were screened at Ellis Park and Churchill Downs.

(Note: Comparison between the rural Ellis Park track and the urban Churchill Downs track revealed interesting regional differences. Of the minority populations, Ellis Park consisted of a majority of African Americans, while at Churchill Downs, the majority was Hispanic. Also of significance, the percentage of women who reported having a previous mammogram was only 44% at Ellis Park compared to 80% at Churchill Downs. The percentage of track workers who were Hispanic was about 75% at Keeneland and 20% at Turfway Park. A large number of these were undocumented and tended to be younger in age.)

Norton Cancer Institute Prevention and Early Detection Program

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$20,000.00

III. Areas Served:

Louisville-Jefferson County, KY Metropolitan Area (Louisville Metro)

IV. Goals and Objectives:

- Reduce the incidence and mortality of breast cancer in Louisville Metro by expanding the Pink Ribbon Prevention Project. The BCTF grant will allow expanding the program by 10-15 percent beyond the current level. This funding will provide education and outreach to 1,000 women and provide breast cancer examinations and digital mammography screening to 170 underserved women in Louisville Metro. The platform includes the utilization of our Mobile Prevention Center (MPC), a 40-foot vehicle designed to provide digital mammography and clinical breast exams in community settings to women over the age of 40. The mammograms are provided at no cost to uninsured women. The goal is to meet people where they live, to reduce barriers to information and prevention services, and to provide follow-up.

V. Progress Report:

- Provided clinical breast exams and mammography screenings to a total of 347 women at 34 screening events throughout Louisville Metro. Of these, 87%, of the mammograms were normal and 13% were abnormal. All of the patients with an abnormal result received the appropriate follow-up and diagnostic services. Approximately 49 percent

of the women screened resided in the high risk target areas. Of the women screened, 46% were under the age of 50 and 54% were between the ages of 50 and 75. A total of 61% were African American or Asian, 34% were Caucasian, and 18% of the women were of Hispanic/Latina ethnicity. Also, 34% of women screened had either never received a mammogram, or had not received a mammogram in the last five years (rarely or never screened), which exceeds the CDC Performance Indicators. The Prevention program was available at 32 community education and outreach events. Over 2,700 individuals attended these events.

- Additionally, 1,113 women completed the Ticket to Health risk assessment tool between the dates of January 1, 2008 through June 30, 2009, exceeding the goal of 1,000 risk assessments.

Trover Health System

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

Caldwell, Hopkins, and Muhlenberg Counties

IV. Goals and Objectives:

- Through the Think Pink! A Breast Health Program, increase breast cancer awareness as well as provide 90 screening mammograms and clinical breast exams to underserved women in Caldwell, Hopkins, and Muhlenberg Counties.
- Offer an educational event in each county. Dr. Beth Snell, General and Oncology Surgeon with the Trover Health System (THS) and Mahr Cancer Center, will address risk factors and signs and symptoms of breast cancer, as well as teach participants how to perform a monthly self-breast exam.
- Provide 30 uninsured/underinsured women from each county with a free mammogram and clinical breast exam at the THS Center for Women's Health (90 total). Further diagnostic services will be provided for women in need.

V. Progress Report:

- Hosted evening educational programs in each county. Each event was free of charge and provided a light dinner. At each program, Dr. Snell addressed the women on breast cancer signs, symptoms, and risk factors. Attendees were instructed how to correctly perform a self-breast exam. Each participant received educational material to take home. Other health care/cancer-related organizations were also on hand to distribute education:
 - Caldwell County, September 2008 at the Caldwell County Extension Office, 7 participants;
 - Muhlenberg County, October 2008 at the Muhlenberg County Extension office, 15 participants; and
 - Hopkins County, October 2008 at THS, 48 participants.

Uninsured/underinsured women attending the educational programs were offered free clinical breast exams and screening mammograms that would be scheduled at the THS Center for Women's Health. A total of 28 women received these screening procedures; three of those women received additional diagnostic services. As of June 30, 2009, no cancers had been detected. Because the attendance of the programs was lower than expected, they did not use the 90 mammograms that were available; also no travel vouchers were requested. The remaining grant funds totaling \$4,285 have been earmarked for underinsured/uninsured women from Caldwell, Hopkins, and Muhlenberg Counties that need assistance with screening breast services.

FY 2010 Grantees

Twelve Kentucky agencies promoting breast cancer research, awareness, screening, and access to services were recipients of the BCTF for the Fiscal Year 2010. These awards recognize programs that best demonstrate sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2010:

Ashland Hospital Corporation, d.b.a. King's Daughters Medical Center

- I. Grant Amount Awarded:**
\$20,000.00
- II. Amount Expended:**
\$19,885.90
- III. Areas Served:**
Boyd, Carter, Elliott, Greenup, Lewis, Martin, and Magoffin Counties
- IV. Goals and Objectives:**
 - Reduce breast cancer deaths, in alignment with Healthy Kentucky 2010 objective 16.3, by promoting early detection of breast cancer through awareness activities and mobile mammography services in the targeted counties.
 - Increase equity for Appalachian women and improve disparities by providing mammography services on location close to home for the women of the targeted counties.
 - Increase awareness of the risk factors, especially controllable risk factors, associated with breast cancer and provide education and counseling on these risk factors.
 - Increase access to mammography services in underserved areas by scheduling the mobile van in areas considered underserved.
 - Increase community outreach efforts through women's health days and programs in prevention and early detection.
 - Increase education about how to perform a breast self-exam.

V. Progress Report:

- Visited five of the target counties with mobile mammography and screened 338 patients from January 1-June 30, 2010.
- Continued to maintain relationships with the LHDs in hopes of establishing mobile mammography to Salyersville in Magoffin County and Sandy Hook in Elliott County. A family care center is planned in Elliott County which will give us a stable location for the mobile unit.
- Provided breast cancer education to a total of 555 women in three counties. Education sessions have been held at county fairs, churches, schools, grocery stores, parks, prisons, banks, and local malls. A total of 48 volunteers have been trained to teach breast education.
- Developed and implemented an online breast education module on King's Daughters Medical Center online training center for team members.

Consolidated Missionary Baptist Church

I. Grant Amount Awarded:

\$18,970.00

II. Amount Expended to Date:

\$18,970.00

III. Areas Served:

Fayette County

IV. Goals and Objectives:

- Provide Lexington, through the Sisters Praise (Sisters Promoting Responsible Attitudes and Ideas about Self-Empowerment) project, with an innovative, self-service kiosk and a trained, faith-based community health worker, housed in a local church. The kiosk will provide culturally-tailored educational information regarding breast health, diet and exercise and its relationship to breast cancer, and screening mammography guidelines based on American Cancer Society (ACS) guidelines. This project is directed toward African American women, a group that suffers disproportionate breast cancer mortality. Women of all ages may use this kiosk to formulate a personal breast health plan, including screening mammograms.
- Deliver additional tailored intervention through a trained Community Health Advocate (CHA) to women who self-identify as being out of compliance with ACS guidelines.
- Improve understanding of the barriers to mammography for African American women in Lexington and delivery of breast cancer educational content in a self-service kiosk with a personal touch.

V. Progress Report:

- Developed the self-service kiosk and several videotaped motivational segments, which included motivational segments, appropriate scriptures, and photographs with culturally appropriate visual effects. University of Kentucky (UK) Institutional Review Board approval was applied for and granted.
- Placed the kiosk in the Andrews Center in October and introduced it at the Women's Wellness Fair. The fair included workshops on healthy eating, exercise, and cancer. The fair included UK and local, regional, and state-wide agencies, such as the LHD and

ACS. The fair was attended by approximately 100 women and took place Saturday, October 24, 2009.

- Monitored daily use of the kiosk at the Andrews Center by monthly updates on activity via the web. The project director is compiling a list of women to contact regarding screening and community resources for referral. So far, more than 200 women have accessed the kiosk for information. Of those, 20 women have left contact information and will be followed up for resources.
- Collected surveys from women attending the Women's Wellness Fair.
- Established a monthly report of usage prepared by St. Andrews that includes: a) number of times the kiosk is accessed, b) number of age-eligible women using the kiosk who are in compliance with ACS mammography screening guidelines, c) demographic characteristics of women using the kiosk, d) mammography utilization patterns of women using the kiosk, and e) contact information for women who want follow-up. Data gathered from the kiosk is analyzed and evaluated monthly.

The Foundation for Health, Inc.

I. Grant Amount Awarded:

\$19,950.00

II. Amount Expended:

\$19,950.00

III. Areas Served:

Daviess, Hancock, McLean, Union, Webster, and Henderson Counties; other counties served based upon need.

IV. Goals and Objectives:

- Through Mammograms for Life, provide education and awareness of the importance of early detection and preventative services, including clinical breast exams, self-breast exams, and mammograms.
- Provide free mammograms to women who are uninsured or underinsured who have no other means of getting a mammogram.
- If an abnormality is found, provide free diagnostic services, including diagnostic mammograms and ultrasounds.
- Provide education and awareness to at least 2,500 women and mammograms to 360 low-income, medically-underserved women, who currently do not have access to a mammogram provider.
- Provide follow-up services to those diagnosed with abnormalities.
- Disseminate information regarding the importance of receiving a mammogram to at least 2,500 low-income, medically-underserved women between the ages of 40-64, and women under age 40 who are at a high risk for breast cancer.
- Encourage and refer all 2,500 low-income, medically-underserved women to receive a free or low-cost mammogram.
- Provide mammograms to at least 315 low-income, medically-underserved women who fall through the cracks of services currently available – women who do not qualify for a free or low-cost mammogram through KWCSF or other programs, who otherwise would not receive a mammogram.

- Provide mammograms to at least 45 low-income, medically-underserved women, through the mobile van. Provide mammograms and clinical breast exams to at least 85 low-income, medically-underserved women, through the KWCSF and LHDs.
- Provide additional screening services, including diagnostic mammograms and ultrasounds, to women who are found to have abnormalities.
- Give referrals to women diagnosed with breast cancer to different resources available for treatment and support. In addition, the program provides medication and radiation bras to breast cancer patients who cannot afford these items on their own.

V. Progress Report:

- Provided 152 screenings mammograms, 35 diagnostic mammograms, and 25 ultrasounds. A total of 31 women qualified and were referred to the Health Department for mammograms through the KWCSF. Forty-one women were found to have abnormal results and were referred for diagnostic services. Two cases of breast cancer were detected. Of the women screened, ten had never had a mammogram before. Provided one-on-one education to 107 women and educational materials to 1,086 women. Educational events included information tables at Big Lots, Bill's IGA, free clinics, an Army of Women Boot Camp event, various health fairs and breast cancer awareness events, a Women's Health Forum with 800 attendees and a Bunco for Breast Cancer event held at a private home with 85 attendees. In addition, all women receiving mammograms were given a packet of information about early detection and facts about breast cancer.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$14,500.00

II. Amount Expended:

\$11,607.66

III. Areas Served:

Central and eastern Kentucky

IV. Goals and Objectives:

- Use the high profile Office of the First Lady to collaborate with the horse racing industry to increase breast cancer awareness, education, and screening among fans and track employees and workers at nearby training centers and horse farms.
- Provide support for breast cancer survivors and mobilize them to promote and encourage age-eligible women to be screened.
- Increase awareness of breast cancer and the importance of screening among approximately 12,000 race fans at Churchill Downs and Ellis Park.
- Educate 150 permanent and seasonal track/horse industry workers and families.
- Provide opportunities for screening to 25 women at Ellis Park and 50 women at Churchill Downs, working with LHDs to offer diagnostic evaluation and treatment as needed.
- Continue to gather information about track/industry workers who need breast cancer education and screening.

- Provide an opportunity for breast cancer survivors to support newly-diagnosed women and to encourage age-eligible women to be screened.

V. Progress Report:

- Provided Outreach, Education, and Screening Days in April and May 2010 at Churchill Downs. Lay health educators, including promoters (bilingual, Hispanic women), worked with the track activities director to coordinate access to the backside area to raise awareness, educate women, identify and recruit eligible women for screening. KCP educators made several visits to surrounding neighborhood businesses and to the track, going through the barn areas, the learning center, and the chapel. During these visits, they posted screening notices, distributed information, and conducted one-on-one, brief interventions. They also set up a table at the recreation center, and the chaplain made announcements on the public address system to encourage workers to stop by for information. These efforts resulted in 171 workers educated.
- On May 18, 2010, provided screenings via the Brown Cancer Center mobile van to 27 women at Churchill Downs on the backside. The women also received clinical breast exams on-site and referrals to the LHD providers. The screening was scheduled in conjunction with a large annual health fair on the backside. A separate information table/exhibit was also displayed at the fair, which was attended by hundreds of workers.
- Provided brief questionnaires, which were completed by 36 participants, resulting in the referral of 12 additional women for screening.

Kentucky Cancer Program West

I. Grant Amount Awarded:

\$14,500.00

II. Amount Expended:

\$14,500.00

III. Areas Served:

Western Kentucky, primarily Louisville, Henderson, and surrounding counties

IV. Goals and Objectives:

- Use the high profile Office of the First Lady to collaborate with the horse racing industry to increase breast cancer awareness, education, and screening among fans and track employees and workers at nearby training centers and horse farms.
- Provide support for breast cancer survivors and mobilize them to promote and encourage age-eligible women to be screened.
- Increase awareness of breast cancer and the importance of screening among approximately 12,000 race fans at Churchill Downs and Ellis Park.
- Educate 150 permanent and seasonal track/horse industry workers and families.
- Provide opportunities for screening to 25 women at Ellis Park and 50 women at Churchill Downs, working with LHDs to offer diagnostic evaluation and treatment as needed.
- Continue to gather information about track/industry workers who need breast cancer education and screening.

- Provide an opportunity for breast cancer survivors to support newly diagnosed women and to encourage age-eligible women to be screened.

V. Progress Report:

- Worked with Ellis Park to host a Pink Race Day on August 15, 2009 for about 3,500 race fans, and with Churchill Downs to host a Race Day on November 15, 2009 for about 6,600 race fans. Race fans received information about breast cancer in their racing programs, heard several announcements about breast cancer screening, had the opportunity to visit a special educational display in a pink tent for one-on-one intervention about breast health and cancer screening, and saw a race dedicated to breast cancer (jockeys wore pink arm bands, horses had pink saddle cloths, and a special cooler/horse blanket was awarded). A trophy was awarded by Kentucky First Lady Jane Beshear, and breast cancer survivors were recognized in the Winner's Circle. In addition, approximately 120 breast cancer survivors and guests at Ellis Park and 752 at Churchill Downs received special gifts and refreshments, heard a presentation from Jane Beshear and KCP staff about the importance of breast cancer screening, and had the opportunity for pictures with the First Lady in the Winner's Circle.
- Conducted outreach efforts at both tracks. KCP provided one-on-one and group education to 89 workers on the backside and others employed throughout the tracks. Lay health workers, including bilingual promoters and KCP cancer control specialists, worked with the chaplain and activities director at Ellis Park and Churchill Downs to walk the backside and barn areas seeking women to educate.
- Worked with administrative staff at Ellis Park in organizing a group educational program to engage the workers on the front-side and to provide resources for screening on the van and with local providers.
- Worked with the Brown Cancer Center and the Henderson County Health Department for the mobile mammography van to travel to Henderson for an on-site screening day at Ellis Park on July 23, 2009.
- Scheduled the mammography van for Churchill Downs in Louisville in conjunction with the annual fall health fair conducted on the backside. This fair was very well attended and provided an excellent opportunity for additional outreach and education. A total of 39 women were screened at Ellis Park and Churchill Downs. In addition to the breast clinical exams, these women received packets of information about breast cancer, screening guidelines, community resources, and a small gift.

Norton Cancer Institute

I. Grant Amount Awarded:

\$19,760.00

II. Amount Expended:

\$19,760.00

III. Areas Served:

Jefferson County

IV. Goals and Objectives:

- Expand the Pink Ribbon Prevention Project funded in 2008 to provide mammography and clinical breast exams for 150 medically-underserved women; hire a part-time,

multi-lingual, lay health navigator to assist in reaching out to the growing Hispanic/Latino community; and a part-time research assistant to assist with implementation and analysis of a survey to assess satisfaction with nurse navigator intervention.

- Utilize the nurse navigator to provide follow-up for patients in need of diagnostic and treatment services.
- Utilize the mobile health unit to provide digital mammography and clinical breast exams in community settings.
- Inform, empower, and reduce barriers to prevention services, providing follow-up, and making strong connections with communities in need of services.
- Reduce barriers to breast cancer screening (clinical breast exam and mammography) and ensure appropriate follow-up to medically-underserved women in Jefferson County.

V. Progress Report:

- Screened 305 women for breast cancer, providing both clinical breast exams and mammography. We exceeded the project target of 272 breast cancer screenings. Additionally, our lay health navigators provided education and outreach to 573 individuals. Of these, 42% of the women were African-American, 44% Caucasian, and 14% of the women were Hispanic/Latina. Also, 46% of the women were between the ages of 40-49, 38% age 50-59, and 15.2% were 60 years old or greater. Thirty-one percent of the women screened were never or rarely screened for breast cancer. In addition, 88% of the women resided in Jefferson County, while 11% resided in other counties within Kentucky.
- Contacted the 10% of women who had an abnormal screening result out of the 305 total women screened. The nurse navigator provided individualized intervention to patients screened with an abnormal result. She assisted women in an effort to help them make informed decisions about their care, serving as an educator and advocate, to help guide them through the health care system. Of those contacted, 90% adhered to our counseling to seek advanced diagnostics.
- Evaluated health outcomes and patient satisfaction of women who completed screenings and those that require additional diagnostic testing.
- Received approval for a research study from UL IRB and are actively enrolling patients. We anticipate the study will complete enrollment in 9 months. The goals are to enroll women, who utilize mobile mammography services, to learn more about this population. Consent to administer the utilization survey will be obtained from the patients who receive screening services. The utilization survey, including a patient satisfaction survey, will be conducted at community mobile sites throughout Jefferson County.
- Conduct an assessment to identify the impact of nurse navigation on patient decision making and satisfaction. Identify answers to the following questions:
 - 1) What are the primary reasons for choosing a breast screening from a mobile unit?
 - 2) How satisfied are patients after screening on a mobile unit with the intervention of a lay health navigator?
 - 3) How satisfied are patients after diagnostic follow-up with the services of a nurse navigator?

- Of 367 screened through the Finding Connections Project, received agreement from 215 to participate in our research study. The mean age of those participating was 53.9 years.
 - 119 (55.3%) had no insurance;
 - 88 (41%) reported that they are unable to get cancer screening services due to cost;
 - 69 (32%) reported they did not have a primary care physician; and
 - 68 (32%) seldom or never screened.

From this study, the three primary barriers to regular screening include cost, convenience/location, and connection with a primary care physician. Those choosing the use of a mobile screening center did so primarily because of the cost (46%) and convenience (25%) of the process. A smaller group (6%) chose the mobile unit for screening because it did not require a referral from a primary care physician.

Of those never or rarely screened (68), 36 (52%) chose the mobile unit at this time because it was free or low cost, 9 (13%) chose the mobile unit because it was convenient, and 4 (6%) chose the mobile unit because it did not require a prior referral from a doctor.

Participants were well satisfied with cancer services provided in a mobile health unit. When asked the question “In an overall, general senses, how satisfied are you with the service you have received?” respondents had an average score of 3.9. Of the 18 questions on the satisfaction survey, 15 of the questions received an average response of 3.7 or higher on a scale of 1 – 4 (where 1 = totally dissatisfied and 4 = completely satisfied). Two other questions received an average response of 3.5. The only question receiving an average response below 3 (2.9) was to the question “Are there other services you need but have not received?” This indicates that other convenient low cost services are needed for the community in order to address fully health care disparities. The question with the second lowest average score of 3 was “In general, how satisfied are you with the comfort and attractiveness of our facility?” One patient rated us as a 1, which is an outlier, if exclude this question would have an average score of 4.

As of June 30, 2010, 11 abnormal satisfaction surveys were completed, as only ~ 18 percent of the participants have an abnormal results, and the study protocol is to wait 3 months after screenings to ask questions about satisfaction with services received after their screening result. When asked the question “In an overall, general senses, how satisfied are you with the service you have received?” the overall satisfaction average was 3.7.

Trover Health Systems

- I. Grant Amount Awarded:**
\$12,150.82
- II. Amount Expended:**
\$12,150.82
- III. Areas Served:**
Muhlenberg, Hopkins, and Webster Counties

IV. Goals and Objectives:

- Increase breast cancer awareness and the availability of early detection breast cancer screenings for underserved women in Muhlenberg, Hopkins, and Webster Counties through Think Pink! A Breast Health Program. Provide evening educational programs in which a physician will address risk factors, signs, and symptoms of breast cancer as well as teach participants how to perform a monthly self-breast exam.
- Offer a total of 70 free clinical breast exams and mammograms through the THS Center for Women's Health, thus increasing opportunities for early detection of breast cancer.
- Earmark funds for travel vouchers and further diagnostic screenings as needed.
- Provide educational materials, pamphlets, and mini-breast models to all program participants.

V. Progress Report:

- Hosted educational programs through the Mahr Cancer Center to increase breast cancer awareness among the underserved women in the three target counties. The events were free of charge and provided a light meal. At each of the programs, Dr. Darren Chapman, General and Oncology Surgeon with THS, addressed the women on breast cancer signs, symptoms, and risk factors as well as instructing them on how to correctly perform a self-breast exam. Each participant received educational material to take home as well as the opportunity to schedule a free screening mammogram and clinical breast exam at the THS Center for Women's Health. Other health care/cancer-related organizations were on hand to distribute educational material. There were a total of 138 participants.
- As of July 31, 2010, five women had received clinical breast exams and mammograms at THS. No diagnostic services were required, and no cancers had been detected. Because the attendance of the programs was lower than expected and no funds were requested for travel assistance, additional certificates are available for underinsured/uninsured women that need breast cancer services in the future. Screenings were made possible with funding from the BCTF.

Ashland-Boyd County Health Department

I. Grant Amount Awarded:

\$13,500.00

II. Amount Expended:

\$13,043.00

III. Areas Served:

Ashland-Boyd County

IV. Goals and Objectives:

- In partnership with the DWH of the DPH, provide breast health education and awareness, screening, and treatment services for medically-underserved and disparate populations in the Eastern Kentucky Appalachian Highlands.
- Utilize the Gentle Touch program to elicit important information about the current state of breast health in the Boyd County region; increase awareness in the African-American, Hispanic, and rural Caucasian community of the need for breast self exams, clinical

breast exams, and mammograms; increase the number and diversity of women receiving breast health information, clinical breast exam, and mammography; and make breast health services and treatment opportunities more easily accessible.

V. Progress Reports:

- Mobile mammography has visited five of the target counties and screened 332 patients from July 1 – December 31, 2009. Forty-two (42) women were referred and served by Susan G. Komen grant funds providing free mammograms.

- Boyd – 4 visits with 42 patients screened
- Carter – 24 visits with 202 patients screened
- Greenup – 5 visits with 28 patients screened
- Lewis - 5 visits with 26 patients screened
- Martin – 3 visits with 34 patients screened

- Currently working with the local health departments to bring mobile mammography to Salyersville in Magoffin County and
- Sandy Hook in Elliott County with the expectation that locations will be established during the first quarter of 2010.
- Breast cancer education has been provided to a total of 1490 women in five counties. Education sessions have been held at county fairs, churches, schools, grocery stores, parks and malls.

- Boyd – 629 women served
- Carter – 585 women served
- Greenup – 224 women served
- Lewis – 22 women served
- Martin – 30 women served

- Forty-eight volunteers have been trained to teach breast education. An online breast education module has been developed and implemented on KDMC University, King's Daughters online training center for team members.

Little Sandy District Health Department

I. Grant Amount Awarded:

\$16,850.00

II. Amount Expended:

\$16,850.00

III. Areas Served:

Carter and Elliot Counties

IV. Goals and Objectives:

- Utilize Caring through the Ages program to enhance efforts to reduce breast cancer incidence and mortality in Carter and Elliott Counties. The project will offer educational events and will address risk factors, signs, and symptoms of breast cancer, as well as teach participants how to perform a monthly self-breast exam using the *MammaCare* method of teaching. Caring through the Ages targets Appalachian women of all ages including the underserved and rarely-screened women of the community. By focusing on young women, a dual purpose will be served; young women will learn the importance of proper self-breast exam early in life, and at the same time, they will be reaching out to other women who are medically-underserved.
- Raise breast cancer awareness through early detection by targeting community events in these counties.

VI. Progress Reports:

- Educate female college students in Carter and Elliott Counties about the importance of monthly self-breast exam using the *MammaCare* method.
- By Feb 2010, 50 female college students will participate in a self-breast exam workshop using the *MammaCare* method.
- By June 20th, 2010, female college students completing the self-breast exam workshop will distribute educational materials focusing on the importance of proper method of monthly self-breast exam to most frequented areas on campus.
- Enhance knowledge of monthly self-breast exam using the *MammaCare* method in high school age girls and their mothers and/or other female relatives who are medically underserved and reside in Carter and Elliott Counties.
- By June 30th, 2010, Little Sandy District Health Dept. will present 3 self-breast exam workshops to 50 participants, including high school aged girls along with their mothers and/or other female relatives who are medically underserved and reside in Carter and Elliott Counties.
- Raise awareness and enhance educational efforts already taking place in Carter and Elliott Counties focusing on the importance of prevention and early detection of breast cancer.
- By November 1, 40 media buys focusing on the importance of prevention and early detection of breast cancer will be purchased. These will include radio spots during peak airtime made up of University of Kentucky basketball games and local high school sporting events and articles in local newspapers.
- By October 31st, 2009, 4 trees decorated with awareness and early detection message, focusing on reducing incidence and mortality of breast cancer will be displayed in highly visible areas of the community during Breast Cancer Awareness Month. Educational materials with a message focusing on prevention and reducing incidence and mortality of breast cancer will be displayed in highly visible areas of the community during Breast Cancer Awareness Month. Educational materials with a

message focusing on prevention, early detection, and reducing incidence and mortality from breast cancer will be available to the public.

- By June 30th, 2010, 40 women who attend a breast/cervical screening event at our clinics will be given educational materials focusing on the importance of early detection of breast cancer to share with 2 female relatives/friends who are medically underserved and are rarely/never screened.
- By June 30th, 2010, 7 local churches, including one with a substantial Latino congregation will participate in a bulletin stuffer program focusing on the prevention and early detection of breast cancer.
- By June 30th, 2010, 4 local banks will include an insert in their monthly statements focusing on the prevention and early detection of breast cancer.
- By June 30th, 2010, 4 community women's organizations including Ladies Circles and Homemaker's Groups will participate in a self-breast exam workshop using the *MammaCare* method.
- By June 30th, 2010, 2 "Pledge To Have a Mammogram" events will be held at Relay For Life Events in Carter and Elliott Counties.

Pike County Health Department

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$7,383.00

III. Areas Served:

Pike County

IV. Goals and Objectives:

- Provide educational materials/incentives to correspond with the KWCSF guidelines.
- Help eligible breast cancer patients with the cost of the Tamoxifen medication treatment needed after radiation/chemotherapy when they are no longer Medicaid eligible through the KY Women's Breast and Cervical Cancer Screening Program. Together, we can make a difference in saving women's lives.

FY 2011 Grantees

Fourteen Kentucky agencies promoting breast cancer research, awareness, screening and access to services were recipients of the BCTF Grants for the Fiscal Year 2011. These awards recognize programs that best demonstrate sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2011:

Kentucky Commission on Women

I. Grant Amount Awarded:

\$18,180.00

II. Amount Expended to Date:

\$18,180.00

III. Areas Served:

Areas with high numbers of rarely or never screened women.

IV. Goals and Objectives:

- The Women's Health Information Guides (WHIG), easy to understand, touch activated, and bilingual, would be strategically placed in to communities where early detection and awareness messages often go unheard or undirected. Users will be pleasantly "greeted" by a diverse group of women who introduce themselves speaking in familiar regional dialects essentially sharing their own "health story" and the steps they took to address their own need. The WHIG covers a range of topics including breast health. Each WHIG, complete with audio capability will provide healthcare definitions, preventive measures, a list of questions for users to ask a healthcare provider, and be equipped with telephones that are programmed to connect the user with immediate healthcare assistance if they desire. It is undetermined how many women will be served by this kiosk, but with data obtained after placement, the number of "hits" relating to breast cancer can be determined. Additional kiosk can be relocated to communities that are in greater need of breast cancer awareness. Reports will be able to be derived from the kiosk, including number of visits and a breakdown of what issues women are researching. Users will be prompted to answer several questions at the end of the portal designed to assist us in determining if they (1) learned new information, (2) are likely to follow up with a healthcare provider, and (3) likely to return to the kiosk for additional information. The Kentucky Commission on Women will collaborate with the Kentucky women's Health Registry in the future to determine and report if screenings are on the rise in areas where the kiosk is located.

V. Progress Report:

- There was a delay in receiving the kiosk because St. Andrew Development (Kiosk developer) recently upgraded kiosks. The kiosk is scheduled to be delivered to the

office on Thursday, July 6, 2011. Proceeding of placement will be upon receipt of kiosk.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$14,073.00

II. Amount Expended to Date:

\$8,463.48

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

- The Kentucky Cancer Program (KCP) proposes a continuation and expansion of the Horses and Hope, and initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under/uninsured and medically underserved.
- Working with the Kentucky's First Lady, the racing industry and others, KCP will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, exhibits and distribution of educational materials. Outreach, education and screening will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education, and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

VI. Progress Report:

- Turfway racetrack hosted a Pink Race Day on September 24, 2010 for 2,500 race fans. People in attendance received information about breast cancer in their programs had the opportunity to visit an educational display for one-on-one information about breast cancer screening, heard previous First Lady Judy Patton talk about the importance of being screened for breast cancer, and saw a race dedicated to breast cancer.
- Education and Outreach

A. One-on-one education about breast cancer screening and community screening resources was provided by trained Hispanic outreach workers to 200 employees on the backside of the track and at surrounding horse farms.

B. A targeted mailing was sent to 480 surrounding horse farms and their managers to educate employees about the importance of breast cancer screening and encourage employees to participate in a breast cancer screening day and health fair at Keeneland Race Track on October 25, 2010.

C. A health fair was held for approximately 151 employees and their families at Keeneland Race Track on October 25, 2010 to provide education about breast cancer and

the importance of regular screenings. In addition, information was provided about local screening resources, including Fayette County Health Department services.

- A mobile mammography van was set up for an on-site screening day on October 25, 2010 at Keeneland. Thirty-four women were recruited and scheduled for clinical breast exams and mammograms. All women received clinical breast exams, but only 13 women were able to be screened due to problems with the screening equipment on the mammography van. Efforts were made to reschedule women through Central Baptist, Lexington Fayette County Health Department, and other special onsite screening days at Lexington Fayette County Health Department/ UK and Churchill Downs. Although transportation and cost were not barriers, only two additional women were screened due to issues with women relocating to other tracks and an inability to get time off from work.
- Surveys were completed by 134 attendees at the health fair and 10 women who received mammography screening to obtain information about breast cancer screening needs. All women who were screened received packets of information about breast cancer and screening, community resources, and incentives with screening messages.

Kentucky Cancer Program West

I. Grant Amount Awarded:

\$19,003

II. Amount Expended to Date:

\$12,816.73

III. Areas Served:

Western Kentucky, primarily Louisville, Henderson, and surrounding counties

IV. Goals and Objectives:

- The Kentucky Cancer Program (KCP) proposes a continuation and expansion of the Horses and Hope, and initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under/uninsured and medically underserved. Working with the Kentucky's First Lady, the racing industry and others, KCP will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, exhibits and distribution of educational materials. Outreach, education and screening will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education, and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

VI. Progress Report:

- Ellis Park hosted a Pink Race Day on 8/14/10 for about 3,331 race fans and Churchill Downs hosted a Race Day on November 21 for about 6,670. Race fans in attendance received information about breast cancer screening in their racing program, heard several announcements, viewed messages on the tote board, had the opportunity to visit a special display in a pink tent and at the main admission area, and received educational materials and brief interventions about breast health and screening. Those in attendance also saw a race dedicated to Horses and Hope (jockeys wore pink arm bands, horses had pink saddle cloths and a special cooler/horse blanket was presented to the winning owners).
- Outreach, Education and Screening: Outreach, education and screening/referral was conducted at both tracks on the front and back side and at the training center in Louisville. Lay health workers, including bilingual promoters and KCP cancer control specialists worked with the chaplain at Ellis Park and the activities director at Churchill Downs to walk the backside and barn areas seeking women to educate. At Churchill Downs and the nearby training center activities were organized at the track kitchens on the backside.
- KCP organized two opportunities with administration at Ellis Park and one with Churchill Downs to reach front side workers in conjunction with orientation days/programs. Staff set up a display with materials about the Horses and Hope and resources, conducted brief interventions and referred women for mammograms. At Ellis Park eligible women were offered an incentive if they were screened through the health department or a local provider. KCP staff counseled these women, navigated them to screening resources and followed them for the next 5 months. At Churchill Downs in Louisville, arrangements were made with the Brown Cancer Center for a mobile van screening on November 1, 2010 in conjunction with the annual fall health fair conducted on the backside. This fair is very well attended and provides an excellent opportunity for additional outreach and education. First Lady Jane Beshear visited the screening and health fair as well as the President of Churchill Downs. Another mobile screening was conducted on November 22, 2010 on the front side. In addition to breast clinical exams, these women received packets of information about breast cancer screening, community resources and a small incentive.

Magoffin County Health Department

I. Grant Amount Awarded:

\$19,135.00

II. Amount Expended to Date:

\$19,135.00

III. Areas Served:

Magoffin County

IV. Goals and Objectives:

- Due to the lack of education and resources in Magoffin County, most women do not perform breast self-exams and/or receive mammograms. Magoffin County's Education and Awareness Saves Lives Program includes the following: outreach and awareness of breast self-exam including instruction of self-exam by using *MammaCare* technique; outreach and awareness of early detection including conducting screening; and facilitation of screening follow-up. Breast cancer health education will focus on women age forty and over by increasing awareness of the need for breast self-exam, and therefore, empowering women to do BSE per *MammaCare* method. Outreach and awareness will include the importance of mammogram screenings and follow-up through personal contact and services. Through this grant there will be an increase in mammogram screenings and BSE. This will increase early breast cancer detection and decrease the number of late state diagnoses.

V. Progress Report:

- The outreach worker scheduled *MammaCare* presentations. The Health Educator, Outreach Worker and RN attended the Women's Health Coalition meetings in January and February. In January an article about the cancer program was placed in the local newspaper, the Salyersville Independent.
- The Health Educator and RN attended the Women's Health Coalition meetings in April, May, and June. The Health Educator, RN and Outreach Worker discussed methods that would be effective in supporting the Magoffin County Cancer Support Group with the members of the Women's Health Coalition during these meetings.
- February 10, 2011 a *MammaCare* presentation was given at North Magoffin Elementary to one parent. On February 18, 2011 a *MammaCare* presentation was given at the County Clerks Office with three women in attendance.
- In February, flyers were placed in shopping bags at our local grocery store and announcements were made on our local TV station, Your News Today, and our local radio station, WRLV, for three *MammaCare* presentations that were offered to the public. Unfortunately even with all media outlets being utilized no one attended these presentations.
- In March a presentation was given at the Herald Whitaker Middle School to 25 employees. Also, in March, a presentation was given at the Magoffin County High School, where 2 staff members attended. In March, the Women's Health Coalition and The Magoffin County Health Department hosted a "Tea" for local cancer survivors to stimulate growth in the Cancer Support Group. Many women attended and several did show interest in becoming a part of the cancer support group. The "Tea" was advertised in the Salyersville Independent, our local radio station, WRLV, and our local TV station, Your News Today.
- In May, three presentations were given. On May 12th a presentation was given to the Women's Group of the Licking River Baptist Church, where 3 women attended. Also,

on May 12th, a presentation was given at the Magoffin County Adult Learning Center, 10 people attended. On May 25th, a presentation was given at the UK extension office at their annual Pink Ribbon Luncheon, where sixty women were in attendance. In May, we held a Women's Health Day at the Magoffin County Health Department, where six women attended. More than half of these women had not received a mammogram in the past 2 years. In May, the Women's Health Day was advertised on our local radio station, WRLV, The Salyersville Independent, and our local TV station, Your News Today. January through July twelve \$20 gas cards were given to women who had not received a mammogram in the past 2 years.

Brenda Cowan Coalition for Kentucky

I. Grant Amount Awarded:

\$19,882.00

II. Amount Expended to Date:

\$19,710.98

III. Areas Served:

Fayette County

IV. Goals and Objectives:

- The Hermana a Hermana program targets Hispanic women who have difficulty obtaining health screening because of a lack of health insurance or other financial resources. The program will provide increased awareness of breast and cervical cancer risks and the availability of screening and support services through health fairs. Through outreach education the program will increase the number of women who receive annual cervical and breast cancer screening. The Hermana a Hermana program will increase the availability of these health services to low-income uninsured Hispanic women; as a result, participants in this program will receive enhanced health care services designed to find cancer early to make treatment and or a cure a possibility.

V. Progress Reports:

- Community outreach was done door to door as well as churches, community centers, radio, television, community parks, health fairs and businesses throughout the Hispanic communities in Fayette. Education and services were further expanded to the black community as well as low income families. Educational material distributed included over 2275 pamphlets, brochures, presentations, gifts and referrals. Total screening appointments totaled 35.

Kentucky Pink Link

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$20,000.00

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

- Kentucky Pink Link is a nonprofit organization dedicated to providing support to Kentucky women through breast cancer education and patient navigation services.
- The staff and volunteers of Kentucky Pink Link help breast cancer patients help themselves by guiding them to local resources and financial support; arranging mammogram screenings; providing wigs and medical supplies; negotiating with insurance companies; assisting with transportation and childcare issues during treatments; connecting them to support groups; informing them of clinical trials; and addressing any unique personal roadblocks they have to treatment. Services are free and available to all Kentucky women with a special emphasis on the uninsured, underinsured, and ethnic populations. For more information, please call toll free (877) 597-4655 or visit the weblink at www.kypinklink.com

V. Progress Report:

- During the months of January thru June 2011, KPL distributed 850 brochures within the 62 counties in the Western area of the state. A mass mailing of 250 KPL LUMP magnets was distributed to healthcare providers throughout the Western Counties. This special magnet promoting the Kentucky Women's Cancer Screening Program. Each packet contained KPL brochures, Kentucky Women's Cancer Screening Program brochures, LUMP magnets, and a patient referral form along with a letter urging office managers to please refer patients without healthcare coverage to a local health department. This program has been very .
- Well received by the healthcare providers. Many have called to request additional brochures and information. (Enclosed samples) The KPL Project Director visited several hospital cancer centers and free clinics throughout the Western area of the state. KPL received request from __40__ women in __22__ of the Western Counties. These request included assistance with screening, supplies and support/services during a breast cancer diagnosis. (Detailed report attached)
- KPL participated in the June 8-9th KBCC-KPC-DPH Coalition Conference. Two Kentucky Pink Link educational sessions were conducted at the Conference. Over 125 attendees from state health departments and coalitions received informative tools and brochures about the KPL.

Kentucky Breast Cancer Coalition

I. Grant Amount Awarded:

\$6,010.00

II. Amount Expended to Date:

\$6,010.00

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

- The Kentucky Breast Cancer Coalition will hold a conference in early fall 2010 for representatives of organizations and groups that serve medically underserved women. Participants will develop strategies to increase knowledge of and access to the Kentucky Women's Cancer Screening Program (KWCSF) and other breast cancer resources among women and health care providers, especially those in medically underserved areas of central and eastern Kentucky. Many of Kentucky's rarely or never-screened women face lack of screening facilities, transportation problems, lack of health insurance, and other barriers. The conference will: (1) give an overview of national, state and local breast cancer resources available to patients, their families, and survivors; (2) clarify the enrollment guidelines of the KWCSF; and (3) provide a forum to share ideas about how to raise awareness of breast cancer screening and KWCSF services (including treatments dollars for eligible women) and other resources among women and health care providers.

VI. Progress Reports:

- The Kentucky Breast Cancer Coalition will be collaborating with the Kentucky Women's Cancer Screening Program and KOMEN to hold a joint conference on June 8 and 9, 2011. Arrangements are being made to target 175 individuals who serve the target population: minority, disparate and medically underserved. This includes organizations and groups such as local and district health departments, local breast cancer coalition members, survivors, health educators, health care providers, advocates, etc. A planning committee that includes representation from the KBCC and the Kentucky Woman's Cancer Screening Program will be meeting on a regular basis beginning in January to finalize an agenda.

Monroe County Health Department

I. Grant Amount Awarded:

\$16,925.00

II. Amount Expended to Date:

\$16,925.00

III. Areas Served:

Monroe County

IV. Goals and Objectives:

- The goal of this program is to provide free mammograms to women in Monroe County ages 40 years and older who have not received and mammogram in the past year. In doing this, the mortality rates from breast cancer will decrease by detecting the cancer in earlier stages and a more treatable form. Per the Centers for Disease Control, mammography is the best available method to detect breast cancer in its earliest, most treatable form. Studies have shown that early detection can save lives. The CDC also states that mammography tests are not used adequately by women who have no insurance or source of health care, women without health insurance, and women who immigrated to the United States within the past 10 years. The number of people expected to be served is 175.

V. Progress Report:

- In May 2011 Women's health day was held. Also billboard educating about Women's health day. There were 70 mammograms performed as well as follow-up and treatment of 11 abnormal mammograms. This fiscal year 37 underinsured women received screening mammograms through this grant.
- The previous fiscal year 27 underinsured women received screening mammograms through our health department. Monroe was able to screen 10 additional women this fiscal year due to this funding. Clinical breast exams were also done with education being given on self-breast examination at each visit during family planning and cancer screening visits.

Ashland Hospital Corporation

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$19,962.20

III. Areas Served:

Boyd, Carter, Elliott, Greenup, Lewis, Magoffin, Martin and Wolfe

IV. Goals and Objectives:

- King's Daughters Medical Center (KDMC) will continue the currently established project "One Voice: Against Breast Cancer" in the target counties to heighten breast cancer awareness for women of all ages. The project uses both mobile and community-based approaches. The Once Voice coordinator plans education sessions with area agencies, businesses, churches and schools to bring the breast cancer message to ladies in the region. (Boyd, Carter, Greenup, Elliott, Lewis, Magoffin and Martin counties) As part of the outreach, the coordinator promotes the Susan G.

Komen grant program for Pink Ladies Days, which are mobile mammography visits in the designated counties. Each visit includes education on the risk factors for breast cancer and how to perform breast self-exam using models as teaching tools. A special focus of the education portion is directed to women age 40 and older to inform them of the need for screening mammography. In addition, screening mammography services are provided and women that are uninsured or underinsured are offered a free mammogram through the Komen funds.

V. Progress Report:

- Mobile mammography has visited seven of the target counties and screened 605 patients from January 1 – June 30, 2011.
- Thirty-six (36) women were referred and served by Susan G. Komen grant funds providing free mammograms and diagnostic services.
- Boyd – 4 visits with 32 patients screened
- Carter – 26 visits with 368 patients screened
- Elliott – 1 visit with 8 patients screened
- Floyd – 1 visit with 10 patients screened
- Greenup – 7 visits with 37 patients screened
- Lewis - 6 visits with 42 patients screened
- Martin – 13 visits with 101 patients screened
- Wolfe – 1 visit with 7 patients screened
- Breast cancer education has been provided to a total of 584 women in five counties. Education sessions have been held at county fairs, churches, schools, grocery stores, golf courses, banks, parks and malls.
- Boyd – 185 women served
- Carter – 132 women served
- Greenup – 124 women served
- Martin – 101 women served
- Lewis – 42 women served
- Fifty-eight volunteers have been trained to teach breast education. An online breast education module has been developed and implemented on KDMC University, King's Daughters online training center for team members.

Purchase District Health Department

I. Grant Amount Awarded:

\$16,125.00

II. Amount Expended to Date:

\$16,125.00

III. Areas Served:

Ballard, Calloway, Carlisle, Fulton, Hickman and McCracken

IV. Goals and Objectives:

- The Purchase Outreach and Screening Partnership project will provide breast cancer educational awareness targeted to women aged 40-64 who have never received a screening mammogram or have rarely (within 5 years) received a screening mammogram. A media campaign will be developed focusing on (1) prevalence of breast cancer in our area; (2) the signs, symptoms, and risk factors of breast cancer; and (3) the available resources for early detection. In addition, financial incentives will be provided to eligible women who submit proof of a completed mammogram to their local health department. The mission of this project is to provide awareness that free or low-cost options do exist in our area for screening of breast cancer and that early detection is the best course of action for avoiding or surviving this deadly disease.

V. Progress Report:

- The Director Nursing, Public Health Director, and Finance Administrator met with the media consultant to begin the planning for the media campaign portion of the project. The media consultant has developed a television commercial that will begin airing in the month of January. The Finance Administrator has completed a tracking tool to be used for tracking the patients who are participants of the project. The plan is to begin in mid-January with all 7 county health centers implementing the tool for their eligible patients. The Finance Administrator and Director of Nursing developed a one-page handout to promote the goals of the project. This handout is currently at our printing vendor and should be completely processed in mid-January. The plan is to distribute this on-page handout to all the community agencies listed in the Implementation Plan via a mass mailing with a cover letter and through direct delivery by our Health Educators and Breast and Cervical Cancer Coalition Members. In addition, each local health center will distribute the handouts.

American Cancer Society

I. Grant Amount Awarded:

\$13,082.00

II. Amount Expended to Date:

\$13,082.00

III. Areas Served:

Statewide

IV. Goals and Objectives:

- Access to the best cancer care is consistently correlated with higher breast cancer survival rates. The American Cancer Society wants to ensure that poverty and geography prevent no one from accessing the care and support services they need to fight and survive their cancer. Due to Kentucky's large geographic area and the location of cancer treatment facilities, travel is required for many cancer patients. The Lexington Hope Lodge is a 32 bedroom facility that offers cancer patients and their families a free, temporary place to stay while undergoing cancer treatment. The cancer patients who stay at Hope Lodge come from all over the state, including the counties of eastern Kentucky where poverty rates are high and 29-46% of the residents are underserved. With this grant, it will allow up keeping on the Hope Lodge to continue the great works available here.

V. Progress Report:

- Breast Cancer was the second most prevalent cancer site for patients that stayed at the Hope Lodge in 2011, a total of 965 nights of free lodging were provided to 55 women seeking treatment for breast cancer in Lexington. That equates to a total of \$115,800 saved in lodging expenses alone for breast cancer patients in 2011. In addition to the free lodging, 12 breast cancer patients were given 262 trips to treatment provided by the Hope Lodge Shuttle in 2011. In the Lexington area, 191 women participated in Look Good Feel Better; 73 women received a visit from a Reach to Recovery support volunteer; and 63 packets of information were given to breast cancer patients.

Northern Kentucky Health Department

I. Grant Amount Awarded:

\$16,548.00

II. Amount Expended to Date:

\$16,548.00

III. Areas Served:

Boone, Campbell, Grant, Kenton

IV. Goals and Objectives:

- The Northern Kentucky Health Department offers breast and cervical cancer screening services to uninsured, underinsured and Medicaid women in Boone, Campbell, Grant and Kenton counties, in collaboration with the Kentucky Women's Cancer Screening Program. The Health Department screened 511 women over the age of forty for mammograms in 2009, below the percentage of qualified women eligible for screening. The goal of the Prevention Pays Cancer Screening Awareness Campaign is to increase the number of women over the age

of forty screened by 35-40 percent who access preventative care in Northern Kentucky. This campaign will utilize an approach consisting of a culturally competent mass media campaign and community outreach efforts communicating the importance of early detection and breast cancer screenings.

Mercer County Health Department

I. Grant Amount Awarded:

\$8,435.00

II. Amount Expended to Date:

\$8,435.00

III. Areas Served:

Mercer County

IV. Goals and Objectives:

- Funding will be used to continue and build on the existing “Prevention Pays” gift card program launched in June 2007 with the purpose to serve the medically underserved population. The Prevention Pays program targets never or rarely screened women, age 40-64 (or with a family history of breast cancer), with no insurance and a household income less than 250% of poverty level guidelines.
- Eligible women screened at the health department receive a \$20 Wal-Mart gift card after they have their mammogram and/or PAP test. The gift card is mailed with a Prevention Pays coupon for the patient to share. The person receives a gift card after the eligible woman referred is screened and has a mammogram and/or PAP, and the new patient also receives a gift card with the same “Refer a Friend” incentive.

V. Progress Report:

- Purchased and received 5 *MammaCare* Combination Teaching Models to provide each clinic nurse with to demonstrate proper BSE technique and allow patients to practice technique w/ nurses’ assistance. One Spanish version of the *MammaCare* Learning system was purchased and provided to interpreter to use w/ Hispanic population. Purchased and received “What and I Suppose to Feel?” brochures (1,000) published by *MammaCare* for nurses to provide to women receiving CBE and learning BSE technique using *MammaCare* model. Purchased and received Barrier-Free Power Examination Table, placed in clinic exam room. The Barrier-Free Power Exam Table enables patients with mobility challenges (including obesity) to access exam table more efficiently and independently, without embarrassment. Picture w/ caption in local weekly paper, The

Harrodsburg Herald, re: new Barrier-Free Power Examination Table purchased through BCR&ETF grant funds.

- Women's Health Fair & Screening Event:
Number of Participants: 78
Number of Never or Rarely Screened: 20
Number of KWCSF eligible: 12
- All 78 participants received informational materials re: KWCSF and the financial incentive programs, "Prevention Pays" & Refer a Friend
- Purchased and received twenty (20) 9-pocket plastic display racks (wall mountable or counter-top) to distribute to community partners and health care providers. Display racks contain informational brochures for KWCSF, Prevention Pays gift card program, Early Detection is Best Protection, and breast cancer prevention other women's health topics. Total of forty-nine (49) \$25 WalMart gift cards redeemed by eligible women through the Prevention Pay\$ program, 10 of the 49 cards went to "Friend Referrals" – women referring eligible women completing screening CBE and mammogram. Each gift card mailed out included brief explanation of BCR&ETF grant funding of screening initiative. Prevention Pay\$ coupons include tag line crediting Breast Cancer Research and Education Trust Fund grant.

Lincoln County Health Department

I. Grant Amount Awarded:

\$2,000.00

II. Amount Expended to Date:

\$2,000.00

III. Areas Served:

Lincoln County

IV. Goals and Objectives:

- The geographic area covered will be Lincoln County, a rural community in Central Kentucky. The goals and objectives will include; increasing prevention awareness, increasing screening rates through the use of broad range mass media such as, newspaper, radio, billboard, and grocery cart end cap educational campaigns, treatment transportation assistance, as well as implementing a "prevention pays" incentive based screening program. This serves to educate the public of screening services offered through the health department in order to increase the reach of the never and rarely screened population that may not be aware of the Kentucky Women's Cancer Screening Program (KWCSF). This project serves to reach up to 5,000 – 10,000 people given the audience of media that will be used.

V. Progress Report:

- Lincoln County conducted a comprehensive media campaign in the local newspaper and on the local radio station, as well as completed billboard media focusing on the Prevention Pays program. They ran a paid ad in the local Newspaper in May. The circulation of the local newspaper is 3,917. The radio ads aired in May as well and the listening audience for the local WPBK FM radio station reaches over \$20,000 people with coverage throughout the entire county. Billboards were placed in two locations in the county, in Stanford, the city seat, and on the outer edge of Boyle & Lincoln County, where there is heavy traffic flow. These were up in May-June. Lincoln County was also able to purchase more gift cards for the Prevention Pays program. The hope is that via word of mouth, this program will reach great heights. They also placed flyers on all doors of the local housing authority units, promoting the Prevention Pays program.

FY 2012 Grantees

Fourteen Kentucky agencies promoting breast cancer awareness, screening and access to services were recipients of the Kentucky BCTF Grants for the Fiscal Year 2012. These awards recognized programs that best demonstrated sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2012:

KCP East

I. Grant Amount Awarded:

\$18,745

II. Amount Expended to Date:

\$17,509.46

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

- The Kentucky Cancer Program (KCP) proposes a continuation and expansion of Horses and Hope, an initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under-insured and medically underserved. Working with Kentucky's First Lady, the racing industry and others, KCP will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. Breast Cancer Race Days

will offer an opportunity to reach race fans through awareness activities, exhibits and distribution of educational materials. Outreach, Education and Screening will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

V. Progress Reports:

- A Breast Cancer Race Day was held at Turfway Thoroughbred Race Track on September 23, 2011 to provide breast cancer awareness and education through an exhibit, distribution of educational materials, information and screening messages in race programs, special announcements and events (race designated for Horses and Hope, speakers) for about 1,500 race fans.
- Education and outreach, focused on increasing awareness about the importance of breast cancer and community resources for screening, was provided through brief one-on-one education, health fair, and targeted mailings. One-on-one education about breast cancer screening and community screening resources was provided by trained Hispanic outreach workers to 117 employees on the backside and at surrounding horse farms.
- A targeted mailing was sent to 502 surrounding horse farms and their managers to provide resources for educating their employees about the importance breast cancer screening and to ask their support in encouraging employees to participate in a breast cancer screening day and health fair at Keeneland Race Track on October 24, 2011. Thirty of the farms returned at survey with descriptive information regarding their workers.
- A health fair was held for approximately 77 employees and their families at Keeneland Race Track on October 24, 2011 to educate them about the importance of breast cancer and regular screenings. In addition, information was provided about local screening resources, including Fayette County Health Department services. A Breast Cancer Screening Day was held on October 24, 2011 at Keeneland. 28 women were scheduled for on-site clinical breast exams and mammograms.
- Surveys were completed by 52 attendees at the health fair and 28 women who were screened in order to obtain information about breast cancer screening needs.

KCP West

I. Grant Amount Awarded:

\$18,875

II. Amount Expended to Date:

\$18,875.00

III. Areas Served:

Western Kentucky: Primarily Louisville, Henderson and surrounding counties

IV. Goals and Objectives:

- The Kentucky Cancer Program (KCP) proposes a continuation and expansion of Horses and Hope, an initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under-insured and medically underserved. Working with Kentucky's First Lady, the racing industry and others, KCP will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, exhibits and distribution of educational materials. Outreach, Education and Screening will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

V. Progress Reports:

- Breast Cancer Race Days were held at Ellis Park. Ellis Park hosted a Pink Race Day on August 13, 2011 for about 4,500 race fans and Churchill Downs hosted a Race Day on November 20, 2011 for about 5,663. At both tracks, race fans in attendance received information about breast cancer screening in their racing program, heard several announcements, had the opportunity to visit a special display in a pink tent near the paddock area, and received educational materials and brief interventions about breast health and screening.
- Those in attendance also saw a race dedicated to Horses and Hope) jockeys wore pink arm bands, horses had pink saddle cloths). A trophy was presented by Mrs. Beshear and breast cancer survivors were recognized in the winner's circle. Special programs for survivors and guests were held at each track during Race Days. Approximately 100 survivors and guests at Ellis Park and 1,064 at Churchill Downs attended the events. They received information about the importance of screening from the First Lady and a motivational presentation by Miss Kentucky at Churchill Downs.

- Outreach, education and screening/referral were conducted at both tracks on the front and back side. Lay health workers, including bilingual promotoras, and KCP staff worked with the chaplain at Ellis Park and the activities director at Churchill Downs to walk the backside and barn areas seeking women to educate. KCP also worked with administration at both tracks to reach workers on the front side in conjunction with orientation days/programs. Staff set up a display with materials about the Horses and Hope program and resources, conducted brief interventions and referred women for mammograms.
- At Ellis Park eligible women were offered an incentive if they were screened through the health department or a local provider. KCP staff counseled these women, navigated them to screening resources as needed and followed up with them through December. At Churchill Downs in Louisville, arrangements were made with the Brown Cancer Center for a mobile mammography van screening on November 15 in conjunction with the annual fall health fair conducted on the backside. This fair is very well attended and provides an excellent opportunity for additional outreach and education. Another mobile screening was conducted on November 21 on the front side. In addition to breast clinical exams, these women received packets of information about breast cancer screening, community resources and a small incentive.

Todd County Health Department

I. Grant Amount Awarded:

\$12,701.00

II. Amount Expended to Date

\$12,701.00

III. Areas Served:

Todd County

IV. Goals and Objectives:

- A free breast cancer screening day will be held at the health department, October 5, 2011. Information will be in the newspaper, on radio and billboard, and sent via mail. Two additional clinics will be held for Mennonite and Amish women, who are medically underserved and make up at least 1/4 of our population. These clinics will be in their schools or churches. Women who come to our clinics will be given a short survey and a toolkit including educational information, a shower card, calendar, bracelet, informational DVD, statistics, and links to websites. The Mennonite and Amish women will be given the option of paper materials with the same information. Women will be contacted every 3 months to conduct a follow up survey. A breast cancer screening day will be held again in October 2012 and

we will track the number of women returning to have a clinical breast examination.

V. Progress Reports

- The Todd County Health Department provided a Free Breast Cancer Screening Day called “ Paint the Town Pink” on October 31st, 2011. A total of 43 women attended and completed a clinical breast examination. Of the 43 women, 25 were White, 12 were African American, 5 were Hispanics, and 1 was India. The patients over the age of 40 were scheduled for mammograms and any abnormal breast exams were referred for a surgical consultant.
- If patients kept their follow up appointments a \$15 fuel card was given as an incentive for completion. Each participant received a t-shirt along with a toolkit filled with a DVD, information, and goodies. A pink survey was given to each participant to complete concerning how often they receive a clinical breast exam and how often they perform a self-breast exam after they were seen by our nurses.
- A breast model kit was available for women as a teaching aid in simulating easy to hard-to-find breast tumors. Pink postcards were created and sent to every household in Todd County to help advertise the event. A billboard along with radio announcements and newspaper.
- Paint the Town Pink Women’s Expo and Fashion show was held on April 14, 2012. Approximately 200 people from the community attended the event. Area hospitals along with other vendors offered a wide range of services including information on breast health, breast cancer screening exams, and other health screening were available. The Fashion Show was sponsored by Belk Department Store with over 30 participants who included children, public officials, and breast cancer survivors. The fashion show focused on breast cancer awareness with a testimony from a breast cancer survivor. All proceeds went to support mammograms for local uninsured women. A meal was provided along with a toolkit filled with information and goodies to everyone.
- Todd County Health Department provided clinical breast exams on request of the women in attendance; 2 women completed a clinical breast exam. On February 2nd and 9th, 2012, we were able to serve 3 women in two Mennonite Clinics. The three participants were given a toolkit on information about breast health, cervical cancer, and snacks were provided. The participants completed a clinical breast examination and were scheduled for mammograms.

Magoffin County Health Department

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$20,000.00

III. Areas Served:

Magoffin County

IV. Goal and Objectives:

- Due to the lack of education and resources in Magoffin County, many women do not perform breast self-exams, receive timely mammograms or go for referrals/treatment. Magoffin County's Education and Awareness Saves Lives-Phase II project targets women over age 40 who have not had a mammogram in the past two years through outreach and incentives. *MammaCare* method of breast self-exams will be presented in our county's most remote area and to our growing Hispanic population, as well as at Magoffin County Health Department. Through outreach activities by phone, letter, educational presentations and activities at Health Care Provider offices, there will be an increased awareness of breast cancer and the need for early detection. A transportation voucher system will also allow those with transportation issues an opportunity to go for necessary referrals and treatment.

V. Progress Reports:

- The Outreach Worker kept a tickler file and contacted MCHD female clients over age 40 regarding their mammogram status. A total of five \$20 gift cards have been awarded to women over age 40 who have not had a mammogram in the past two years. Breast cancer awareness/education information, along with information on MCHD's incentive program, has been provided monthly by local radio, TV and newspaper. Informational packets on breast cancer and our program information were distributed to our four local health care providers and MCHD staff. The Outreach Worker and Health Educator participated in activities with the Women's Health Coalition and Cancer Support Group. We were unsuccessful in getting a *MammaCare* presentation to a Hispanic group. Exit surveys to women age 40 and over were collected during June.

Norton Cancer Institute

I. Grant Amount Awarded:

\$19,979.00

II. Amount Expended to Date:

\$19,979.00

III. Areas Served:

Jefferson County

IV. Goals and Objectives:

- In an effort to increase breast cancer screening in Jefferson County, Kentucky, the Norton Cancer Institute Prevention and Early Detection program aims to expand service provision through the Pink Ribbon Prevention Project. Funding will provide mammography and clinical breast exams for 245 medically underserved women; follow up services for 37 women with abnormal screening; and a part time intern to assist us with implementation and analysis of a survey to assess satisfaction with our nurse navigator intervention. Our nurse navigator will provide follow-up for patients in need of diagnostic and treatment services. We will utilize our mobile health unit to provide digital mammography and clinical breast exams in community settings. The goal is to inform, empower, and reduce barriers to prevention services, to provide follow up and to make strong connections with communities in need of services.

V. Progress Reports:

- Norton performed 883 clinical breast exams and 897 mammograms during January to June 2012. Twenty-five (25) percent were never or rarely been screened for breast cancer (mammogram). 245 clinical breast exams and screening mammograms for women that were uninsured were paid with BCERT funds. Also, during this period they have diagnosed 1 breast cancer. The Nurse Navigator provided follow-up and care coordination for patients with an abnormal screening result. 29 received diagnostic services through BCERT funding. An assessment was conducted of the impact of patient navigation on screening follow-up. Additionally, Norton developed a new screening and diagnostic screening survey to be mailed to patients screened through the program. A staff person was hired to assist with data entry.

The Foundation for Health

I. Grant Amount Awarded:

\$19,970.00

II. Amount Expended to Date:

\$19,970.00

III. Areas to be served:

Daviess, Hancock, McLean, Union, Webster and Henderson counties

IV. Goals and Objectives:

- Kentucky Pink Link is a nonprofit organization dedicated to providing support to Kentucky women through breast cancer education and patient navigation services. The staff and volunteers of Kentucky Pink Link help breast cancer patients help themselves by guiding them to local resources and financial support; arranging mammogram screenings; providing wigs and medical supplies; negotiating with

insurance companies; assisting with transportation and childcare issues during treatment; connecting them to support groups; informing them of clinical trials; and addressing any unique personal roadblocks they have to treatment. Services are free and available to all Kentucky women with a special emphasis on the uninsured, underinsured, and ethnic populations.

V. Progress Reports:

- Mammograms for Life have provided 195 screening mammograms, 57 diagnostic mammograms and 25 ultrasounds for women in our area. 39 patients were referred to Methodist Hospital in Henderson for participation in their Komen grant, and 12 were referred to their local health department for participation in the Kentucky Women's Cancer Screening Program. A total of 295 women were served through Mammograms for Life during the past nine months, with three cases of breast cancer being detected. One on one and group education contacts were 180 and Health Fair and Pink Sunday contacts totaled 3,125 (materials only).

Kentucky Connection Program

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$20,000.00

III. Areas Served:

Ballard, Boone, Breckinridge, Bullitt, Calloway, Daviess, Fleming, Fulton, Graves, Grayson, Hardin, Hart, Henry, Jefferson, Livingston, Marion, Marshall, McCracken, Meade, Nelson, Owen, Rowan, Shelby, Simpson, Todd, Trigg, Washington counties

IV. Goals and Objectives:

- Kentucky Pink Link is a nonprofit organization dedicated to providing support to Kentucky women through breast cancer education and patient navigation services. The staff and volunteers of Kentucky Pink Link help breast cancer patients help themselves by guiding them to local resources and financial support; arranging mammogram screenings; providing wigs and medical supplies; negotiating with insurance companies; assisting with transportation and childcare issues during treatment; connecting them to support groups; informing them of clinical trials; and addressing any unique personal roadblocks they have to treatment. Services are free and available to all Kentucky women with a special emphasis on the uninsured, underinsured, and ethnic populations.

V. Progress Reports:

- Peggy Barnes, Program Director, has visited 27 counties and over 600 cities. Visits included the health departments, physicians and healthcare centers within

the 27 counties. Over 1500 educational materials have been distributed within the 27 counties to women at various events. Peggy has presented at 5 KY Federation Women's Club meetings, participated in 4 health fair events, and distributed a mass mailing to 7 physicians in the Western Area of the State. The mass mailing package included 8 educational brochures and tools, including the L.U.M.P. magnet that promotes Kentucky Women's Cancer Screening Program that is available to uninsured women in the state of Kentucky. KPC has served 60 women with products and gas cards, 39 clients received mastectomy/lymphedema supplies, 4 with medication assistance, 9 women received mammograms. Many callers received support and referral sources. Over 80% of the women served by KPC were uninsured.

Ashland Hospital

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$18,968.94

III. Areas Served:

Boyd, Carter, Elliott, Greenup, Lewis, Magoffin, Martin, Wolfe counties

IV. Goals and Objectives:

King's Daughter Medical Center's One Voice: Against Breast Cancer project will build a legion of volunteers to speak out against breast cancer and educate women about early detection, breast cancer risk and breast self-exam in eight eastern KY counties. Target counties include Boyd, Carter, Elliott, Greenup, Lewis, Magoffin, Martin and Wolfe.

V. Progress Reports:

Mobile mammography has visited five of the target counties and screened 492 patients from July 1 – December 31, 2011. Sandy Hook Family Care Center in Elliott County will begin quarterly visits in January 2012. 108 women were referred and served by Susan G. Komen grant funds providing free mammograms and diagnostic services.

- Boyd – 3 visits with 27 patients screened
- Carter – 24 visits with 241 patients screened
- Greenup – 8 visits with 56 patients screened
- Lewis – 9 visits with 88 patients screened
- Martin – 11 visits with 80 patients screened

Breast cancer education has been provided to a total of 1,560 women in six counties. Education sessions have been held at county fairs, churches, schools, grocery stores, golf courses, banks, parks and malls.

- Boyd – 877 women served
- Carter – 340 women served
- Elliott – 14 women served
- Greenup – 256 women served
- Martin – 80 women served
- Lewis – 88 women served

Fifty-eight volunteers have been trained to teach breast education. An online breast education module has been developed and implemented on KDMC University, King's Daughters online training center for team members.

Purchase District Local Health Department

I. Grant Amount Awarded:

\$19,981.00

II. Amount Expended to Date:

\$19,981.00

III. Areas Served:

Ballard, Carlisle, Fulton, Hickman, McCracken counties

IV. Goals and Objectives:

- The Purchase Outreach and Screening Partnership project will provide breast cancer educational awareness targeted to women aged 40-64 who have never received a screening mammogram or have rarely (within 5 years) received a screening mammogram. A media campaign will be developed focusing on (1) prevalence of breast cancer in our area; (2) the signs, symptoms, and risk factors of breast cancer; and (3) the available resources for early detection. In addition, financial incentives will be provided to eligible women who submit proof of a completed mammogram to their local health department. The mission of this project is to provide awareness that free or low-cost options do exist in our area for screening of breast cancer and that early detection is the best course of action for avoiding or surviving this deadly disease.

V. Progress Reports:

- Fifteen gift cards have been distributed to women who have submitted copies of their check-out forms to verify that the mammogram was completed. Information

provided by Kentucky Cancer Program on routine basis regarding opportunity available for screening mammograms at local health centers. A display was set up at The McCracken County Public Library for Breast Cancer Awareness and information was provided by Health Educators. A media campaign was developed and ads began running on local media outlets.

Russell County Hospital

I. Grant Amount Awarded:

\$18,447.00

II. Amount Expended to Date:

\$5,048.26

III. Areas Served:

Russell County

IV. Goals and Objectives:

- Russell County, a rural farming community is home to 17,140 persons. The racial makeup is predominately Caucasian with African American, Hispanic, and Asian Americans as the minority populations, with an increase in the Hispanic population in the last ten years. From 2003-2007 there were a total of 49 cases of invasive breast cancer in the county. Russell County Hospital was awarded funding from the Appalachian Research Commission for a digital mammography unit. Our proposal is to educate the women of the community in understanding the signs, symptoms and risk factors leading to breast cancer and to promote screening using unit located at Russell County Hospital. Russell County Hospital will partner with Russell County Extension Homemakers to promote breast cancer awareness and screening. Our goal is provide education across the lifespan to women of all races and income levels, emphasizing the Hispanic population.

V. Progress Reports:

- In cooperation with the Russell County Extension office, the Russell County Hospital implemented a plan to educate the women in the community to understand the signs, symptoms and risk factors that lead to breast cancer and to the necessity of screening. The goal of this plan is to increase breast cancer screenings in the general population as well as the Hispanic population. Due to having a new digital mammography unit located in Russell County Hospital it is wanted to emphasize the availability of this new technology and promoted the opportunity for early detection utilizing this unit.

Lawrence County Health Department

I. Grant Amount Awarded:

\$19,776.00

II. Amount Expended to Date:

\$19,776.00

III. Areas Served:

Lawrence County

IV. Goals and Objectives:

- Lawrence County's breast cancer death rate at 32.7 percent compared to 27.0 percent for Kentucky is alarming. Past outreach efforts have revealed several barriers for women seeking breast cancer screenings. Lawrence County Health Department proposes to address these identified barriers for women needing breast screening services with collaboration of community partners and innovative outreach to local businesses. These outreach activities will focus on recruitment of never and rarely screened women. Cost-free breast screenings will be provided for qualifying women through the Kentucky Women's Cancer Screening Program (KWCSPP). Community partners will host a charitable bikers' run to promote awareness and raise funds for the KWCSPP. Implementing the Make It My Business for Breast Cancer Awareness campaign would break down barriers of misconceptions and medical isolation. Through these coordinated community efforts, we expect to see a 15 percent increase in the number of participants of the Health Department's KWCSPP.

V. Progress Reports:

- The Partners for Life Breast Cancer Awareness Bikers' Charity Ride was held on July 16, 2011 with sponsorship from several agencies and volunteers including the KY Cancer Program, Extension Service, Health Department and the Medical Reserve Corps.
- Along with the motorcycle run, the event included donations of a live performance from a local music group, door prizes and a BBQ meal. Eighty-five people attended the event which exceeded the target of 60. Total funds raised from the event after expenses= \$1,951.00 which also exceeded the target of \$500.00. 59 area businesses, agencies and individuals contributed to the donations.
- Funds raised were donated to the KWCSPP at the Health Department and are used to cover the participants' fees for the service. This Bike Run generated

excitement and increased community awareness continued even after the event. The breast cancer awareness campaign continues.

- Articles and information about the KWCSF and the special project have been promoted on several media venues: local ezine, local cable access channel, newsletters (Extension, TRMC, KY Cancer Program), local newspaper, three Facebook pages and You Tube. The combined total media sources = 10 and have potentially reached over 100,000 people. Breast Cancer education programs have been presented to Point of Hope Transitional Housing, Diabetes Support Group, and Extension Homemakers.
- Breast cancer educational materials were distributed at the Second Sunday Community Even, God's Food Bank every Thursday in October, Kentucky Homeplace, area physicians' hospital mailboxes, and an Autumn Festival in Blaine (a rural community in the country). Volunteer Homemakers with the Lawrence County Extension Service and members of the Lawrence County Cancer Coalition were trained for the ***Make It Your Business Campaign.***
- These volunteers conducted a door-to-door breast cancer awareness campaign and provided a packet of information about early detection of breast cancer and available services in the area including KWCSF. **A total of 61 businesses were reached which exceeded the target of 50.**
- Three Rivers Medical Center provided extended hours for mammograms during the month of October. Only 10% of the new extended hours were booked which did not meet our expected goal 80%. Promotion for the extended hours included media, flyers and announcements at community events. If extended hours were to be offered every month it could result in more utilization of the service after hours.

Calloway County Health Department

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$20,000.00

III. Areas Served:

Calloway County

IV. Goals and Objectives:

- The Calloway County Breast Cancer Screening project will provide breast cancer education/awareness to women aged 40-64 who have never received a screening mammogram or have rarely (within 5 years) received a screening mammogram.

Financial incentives will be provided to project eligible women who receive services at the health center during the months of February and May. A media campaign will be developed focusing on (1) prevalence of breast cancer in our area; (2) the signs, symptoms, and risk factors of breast cancer; and (3) the available resources for early detection. Community events, nursing student educational collaborations, and health professional mailings will be utilized for this project. The goal of this breast cancer screening project is to ensure that the women of Calloway County are aware of their options, educated about the facts, and are ready to save their own lives.

V. Progress Reports:

- Media Campaign: Number of spots/ads will be included on the semi-annual and annual reports. Breast Cancer Is Always in Season-Don't Be A Target-pink camouflage billboard ran 2/13/12 to 3/11/12 with an estimated exposure of >30,000. Note this billboard image can be seen on our website on the Home Page at www.callowayhealth.org.
- One digital billboard spot was secured that featured the St. Johns Baptist Church Women's Group and ran for the period 5/1/12 to 5/31/12 with an estimated exposure in excess of 40,000. One ¼ page color ad ran on 10/1 related to KWCSF. (Exposure 7,500) Five ½ page color ads ran between 4/23 to 4/28 related to Breast Cancer Awareness (St. Johns Baptist Church ad, pink camo ad, invitation to HD special events ads). (Exposure was 37,500)
- During the whole month of May, the health department ran a media campaign in newspapers to promote breast cancer awareness, KWCSF, BCCTP, and HD breast cancer screenings.
- Community Education: Presentations about the importance of BSE and mammograms will be provided to local churches, schools, community agencies, and MSU sororities/faculty. The Breast and Cervical Cancer Health Department brochure was developed by health department staff. The brochure was titled: Breast and Cervical Cancer: Don't Let them be a Part of Your Future or Your History. It's Up to you to Make These Killers A Thing of the Past. Breast cancer awareness information was distributed at the West Kentucky Annual Boat Show at the CFSB center on 1/20-22 with an audience of 5000+ over the length of the event.
- Outreach Activities Two events will be held to outreach to women in the county. One event will be focused toward African-American women and held in February during Black History Month. Transportation will be arranged through the transit authority. Presentations will be made about the breast cancer, mammograms, BSEs, and answers to common myths. Displays will be distributed throughout the site. The *MammaCare* method of BSE will be

presented. Incentive bags will be distributed that contain educational information, promotional items, etc. DPH staff leader will provide a speech to the women about the importance of early detection measures. Gift cards will be provided to eligible patients if seen during the months of February and May. One event was held on 2/7/12 at the St. John's Baptist Church. 21 people were in attendance for this event. Presentations were given by health department staff on breast cancer, BCCTP, and KWCSP, along with other topics such as cervical cancer, breastfeeding, diabetes, and nutrition. Breast Cancer brochures were provided in the incentive bags. Breast cancer bags and hand fans were given as incentives for breast cancer promotion.

- In order to expand the reach of the grant, it was determined to give the \$100 gift cards to those women who received APRN services through the health department during the period 7/1/11 to 6/30/12 who received a mammogram. The total number of patients to be provided the gift cards was 23 patients.
- On 4/30/12, Jeri Miller, RN, provided training on the KWCSP, BCCTP, mammograms, breast self exams and other breast cancer awareness to a group of 10 students. Pre and post tests were completed by all students in attendance.
- A mailing will be provided to the local health professionals that contains information about the Breast and Cervical Cancer Treatment program guidelines/eligibility and available website addresses for resource purposes. A cover letter and BCCTP reference guide, along with a handout on Free Web-Based Continuing Medical Education Program for Physicians was mailed to Primary Care Medical Center and Murray Womens Clinic on 4/6/12. In addition, cervical cancer-free bags were distributed to local school nurses, Primary Care Medical Center, Murray Womens Clinic, and Murray Medical Associates (est 50 bags).

Jessamine County Health Department

I. Grant Amount Awarded:

\$11,100.00

II. Amount Extended to Date:

\$11,100.00

III. Areas Served:

Jessamine County

IV. Goals and Objectives:

- The Jessamine County Cancer Coalition (JCCC) seeks to provide women in Jessamine County the opportunity to battle breast cancer if faced with it without the burden of socioeconomic barriers, fear, and misguided information or simply being uninformed. With the help of this grant, JCCC will provide breast cancer awareness and education along with enhanced screening opportunities to the women of Jessamine County. The coalition will emphasize on never and rarely screened women 40 and older through a program called Prevention Pays to encourage screening mammograms. This grant will also provide an outlet to enhance breast cancer education and awareness via media venues such as, newspaper articles and other events such as the Jessamine County Women's Screening Day to bring awareness to this disease. Through these efforts, the JCCC anticipate the reduction of breast cancer cases and deaths in Jessamine County.

V. Progress Reports:

- The BCTF coordinator appeared on Channel 36 on February 28th to market the “Prevention Pay’s” program that provides financial incentives to women 40+ who are considered never and/or rarely screened. On March 5th the BCTF coordinator participated in a key informant interview with NACCHO representatives discussing local cancer coalitions and specific programs that were being done to increase awareness. The BCTF coordinator discussed this grant, how it was funded, and the program initiatives that were being done for our local coalition and health department. As a result of the key informant interviews, NACCHO is preparing to publish a guide about local cancer coalitions. On March 27th the Jessamine County Cancer Coalition hosted a “Survivors Celebration” at Asbury University. Through this event, the “Prevention Pay’s” program was introduced and explained and all survivors were given prevention-pays coupons to hand out to women they knew who would qualify for the program to encourage screenings. On May 14th, the Jessamine County Cancer Coalition, Jessamine County Health Department and other local agencies and organizations hosted the 9th Annual Women’s Screening Day. At this event, over 60 low-income women received health screenings and other health related information. Each participant received a prevention-pays coupon and was encouraged to use it themselves or give to a friend/family member who qualified for the program.
- Consistent ongoing marketing within the health department clinic and the local Refuge Ministries Medical Clinic about the prevention –pays program was given to qualifying women.

Little Sandy District Health Department

I. Grant Amount Awarded:

\$19,462.00

II. Amount Expended to Date:

\$19,462.00

III. Areas Served:

Carter and Elliott counties

IV. Goals and Objectives:

- The mission of the Breast Cancer Research and Education Trust Fund is to enhance efforts to reduce breast cancer and incidence mortality. These efforts target the program needs and challenges specific to population groups and geographic regions. The Little Sandy District Health Department seeks to continue augmentation of this mission by building on the existing “Caring Through the Ages” program. We hope to continue radio public service announcements, expand the existing Breast Cancer Awareness Month project, outreach events on Women’s Health Days at our three clinics, educate local community groups and college/high school students on the *MammaCare* method of self-breast examination, and Relay For Life events. We believe continuing and expanding these activities with “Caring Through the Ages II” will contribute to reducing breast cancer incidence and mortality rates in Carter and Elliott Counties.

V. Progress Reports:

- *MammaCare* workshops were completed at Morehead State University and Elliott County High School February 2nd, February 3rd, and February 22nd 2012. Participants were given educational materials focusing on the importance of proper self-breast exam to be placed in highly frequented areas on campus. Estimated reach- 300. *MammaCare* workshops were completed at the following Women’s Organizations: Elliott County Adult Education Center on February 15th, 2012, Carter County Homemakers on March 26th, 2012, and Bruin Baptist Church Ladies Circle on April 3rd, 2012. Estimated reach-50. “Pledge to Have a Mammogram” events were held at Elliott County Relay For Life on June 9th, 2012 and at Carter County Relay For Life on June 15th, 2012. Estimated reach-400. In addition, we were also to distribute educational information to 75 men at these events, as they visited our booth with their significant others.

FY 2013 Grantees

Fourteen Kentucky agencies promoting breast cancer awareness, screening and access to services were recipients of the Kentucky BCTF Grants for the Fiscal Year 2013. These awards recognized programs that best demonstrated sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2013:

Kentucky Breast Cancer Coalition

I. Grant Amount Awarded:

\$14,000

II. Amount Expended to Date:

\$11,652.15

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

- The Kentucky Breast Cancer Coalition Inc. will hold a statewide one-day conference that targets 150 participants from a broad range of organizations and groups serving disparate and medically underserved women across the state. The conference, called “Build the Vision”, will provide a comprehensive overview of national, state, and local breast cancer resources available to Kentucky patients, their families, and survivors. Opportunities will be provided for sharing ideas, coordinating efforts, and promoting best practices to increase breast cancer awareness and screening. Participants will be encouraged to use conference resources and develop community partnerships to implement activities focused on breast cancer awareness and screening. The conference will build on the success of a May 2011 conference titled “Share the Vision”. In a questionnaire mailed to participants four months after the 2011 conference, 26 respondents reported using conference materials and recommended strategies to conduct a total of 67 activities focused on increasing breast cancer awareness and screening.

V. Progress Reports:

- The Project Director will establish and work with a KBCC conference subcommittee to plan, implement and evaluate the conference through the following activities timeline: Create KBCC conference subcommittee, finalize agenda and location, confirm speakers, confirm small-group facilitators, develop conference resources and materials, recruit participants and promote conference, train facilitators, hold conference, conduct post-conference evaluation, conduct survey and analyze data for final report.

Ashland Hospital Corp.

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$19,974.94

III. Areas Served:

Boyd, Carter, Elliot, Floyd, Greenup, Lewis, Magoffin, Martin, Pike, Rowan and Wolfe

IV. Goals and Objectives:

- King's Daughters Medical Center's *One Voice: Against Breast Cancer* project will continue to build a host of volunteers to speak out against breast cancer and educate women about breast cancer risk, breast self-exam and the importance of screening mammography and early detection in eleven eastern Kentucky counties. Target counties include Boyd, Carter, Elliott, Floyd, Greenup, Lewis, Magoffin, Martin, Pike, Rowan and Wolfe counties.

V. Progress Reports:

- Mobile mammography visited seven target counties and screened 445 patients from July 1 – December 31, 2012. A total of 189 women were served by Susan G. Komen grant funds providing free mammograms and diagnostic services.

- Boyd – 1 visit/7 patients
- Carter – 20 visits/ 218 patients
- Elliott – 2 visits/15 patients
- Greenup – 10 visits/59 patients
- Lewis - 4 visits/25 patients
- Martin – 13 visits/109 patients
- Pike – 2 visits/12 patients
- Breast cancer education has been provided to a total of 1,729 women in seven counties. Education sessions have been held at county fairs, churches, schools, grocery stores, banks and malls.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$20,000

III. Areas Served:

Central and Northern Kentucky

IV. Goals and Objectives:

- The Kentucky Cancer Program (KCP) proposes a continuation and expansion of *Horses and Hope*, an initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under/uninsured and medically underserved.
- Working with Kentucky's First Lady, the racing industry and others, KCP will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. *Breast Cancer Race Days* will offer an opportunity to reach survivor champions and race fans through awareness activities, exhibits and distribution of educational materials. *Outreach, Education and Screening* will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education, and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

V. Progress Reports:

- A Pink Race Day was held at Turfway on 7-7-12 for 2,000 race fans. Educational information, exhibit, and PSA's were provided.
- A total of 165 survivors and families attended a breast cancer educational event.
- A health fair was held on 10-2-12 for 50 people.
- Breast cancer education was provided to 301 employees at the track and surrounding horse farms.
- A mailing was sent to 500 surrounding horse farms to educate farm employees about breast cancer screening, encourage participation in the Keeneland October screening day and health fair, and gather information about breast cancer education and screening needs.
- A mammography van provided screening on 10-22-12 at Keeneland to 23 women.
- A health fair offered information about breast cancer and community services.
- A mammography van provided screening on 2-15-13 at Turfway to 18 women. A health fair was also held with 53 people attending.
- A Pink Race Day was held at Keeneland on 4-14-13 for 18,325 race fans. Educational information, exhibit, and PSA's were provided. A total of 430 survivors and families attended a breast cancer educational event.

Madison County Health Department

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$20,000

III. Areas Served:

Madison County

IV. Goals and Objectives:

- In order to increase breast cancer awareness and improve access to cancer screening services among low-income women age 18 and older, the Madison County Health Department will increase clinician hours for cancer screenings, conduct targeted outreach to eligible populations, provide education events for existing groups, and carry out provider education.
- Women who participate in outreach and education events will receive incentives for scheduling and completing an appointment for women's health exams and breast cancer screenings at the Berea or Richmond clinic sites. All women who are screened will receive follow-up care and case management as indicated by the guidelines of the Kentucky Women's Cancer Screening Program (KWCSP). Funding will provide an additional 160 hours of APRN / CNM services, increased Spanish interpreter services, and increased nurse case management for women who require additional follow-up, diagnosis, or treatment. The project will provide screening services to at least 125 new patients.

V. Progress Reports:

- Using the theme "Take Good Care of Yourself", project staff developed outreach materials in English and Spanish. Flyers were given to businesses and churches to post in common areas, business card-size materials were given directly to women, and magnets were hung in bathroom stalls, mirrors, and public spaces. MCHD clinic staff conducted community outreach at 14 sites, disseminating 3,600 cards to women, and 150 cards in Spanish. 60 flyers were mailed to daycare centers. Community sites were: Church on the Rock, Goodwill, Friends of Paint Lick, Migrant Head Start, EPSDT program in reach, God's Outreach Food Berea Food Bank, Grace Now food pantry, Public Library, Fitness with Faith, Foothills Community Action LIHEAP program, First Baptist Church Richmond, Red H Baptist Church, Kirksville Baptist Church, and sixty daycare centers.

- Ran “Take Good Care of Yourself” PSA for 49 spots on WCYO in Oct/Nov and May/June.
- Conducted in-studio “Community Spotlight” special on women’s health, May 2013.
- Targeted Hispanic Outreach to 8 restaurants and tiendas,
- October 2012, May 2013 200 Spanish language cards distributed Business Outreach
- February 2013 – distributed 866 cards to female employees of 19 restaurants and small businesses Women’s Health Month
- May 2013 - “Take Good Care of Yourself” full color 8.5X11 flyers mailed to 129 churches. Provider outreach sites were: Child Protective Services, Social Security Office, Madison Family Clinic, Baptist Health Richmond (DSH program), St Joseph Berea, Now, Dept for Community Based Services, Liberty Place Recovery Center for Women, Paint Lick Family Clinic, White House Clinic, Kroger’s Little Clinic, Instant Baptist Express, and Berea Urgent Care. 75 flyers were distributed and 400 business-cards
- The Eleventh Annual Women’s Wellness Fun Day promoted Breast Cancer Awareness with free full-color features in the Sunday Health column of the Richmond Register every week in October. Respondents to the awareness survey indicated a 4% increase in the number of women who were aware of the Health Department’s services.
- 36 additional clinician days were provided during the project period, 24 in Richmond and 12 in Berea.
- New patient and incentive card tracking indicates that the project resulted in 126 new cancer screening patients. Overall unduplicated patient counts for the year show that the number of women age 40 and older increases by 8.1%. However, the number of women under age 40 who were seen for cancer screening had declined significantly, with 41.4% fewer patients seen during the project period.
- After analysis, project staff have identified that changes to pap screening guidelines in the family planning program has reduced the number of women who are being seen for cervical abnormalities. This change appears to be the main contributing factor to the decrease in younger women in the cancer screening cost center. The program can provide more information about this data if needed.

Bullitt County Health Department

I. Grant Amount Awarded:

\$15,000

II. Amount Expended to Date:

\$15,000

III. Areas Served:

Bullitt County

IV. Goals and Objectives:

- The Bullitt County Health Department (BCHD) proposal is to provide breast health education and awareness for the women of Bullitt County. The goal is to increase the number of women receiving mammogram screenings and to educate local women on the importance of breast health, risk factors and early detection of breast cancer. Educators from the BCHD will provide education to community groups in Bullitt County. An incentive program will be used to increase the number of women receiving breast cancer screening. Advertisement of the program will be distributed to local media outlets. A movie theater recently opened in county and this project would fund an advertisement of breast cancer screening services.
- To reduce breast cancer morbidity and mortality through early detection, public and professional education, quality assurance, and surveillance.
- To provide breast cancer screening and follow-up services to low-income women.
- To provide public education to encourage all women to obtain regular breast cancer screening.
- To monitor the status of the diseases and progress of the program.
- To link women diagnosed with breast cancer to treatment

V. Progress Reports:

- BCHD has been out working hard in the community in the last 12 months. We had a huge successful event in October 2012. "Think Pink" event had over 206 people in attendance, 59 of the 206 are cancer survivors. Location of this event was at the Paroquet Springs Conference Centre (you received a flyer in the 6 month report).
- We have worked on getting the word out about our mammography unit at the health department. We provided an incentive program about getting a mammogram here at the health department (you received a copy of the ad that run in the local newspaper in the 6 month report).
- And last we have just started the media advisement at our local movie theater.
- With the ads running in our local paper and media advisement at the movie theater, we had a great success on getting 1^u time patients in for their

mammogram/or if they haven't had one in the last 5 years. In just six months, we had 20 women get a 1st time mammogram/haven't had a mammogram in the last 5 years. We still have another mammogram unit date coming up with a couple more.

Little Sandy District Health Department

I. Grant Amount Awarded:

\$19,597

II. Amount Expended to Date:

\$5,829.52

III. Areas Served:

Carter and Elliott Counties

IV. Goals and Objectives:

- The mission of the Breast Cancer Research and Education Trust Fund is to enhance efforts to reduce breast cancer and incidence mortality. These efforts target the program needs and challenges specific to population groups and geographic regions. The Little Sandy District Health Department will continue augmentation of this mission by building on “Caring Through the Ages II”. We will continue radio public service announcements, our Breast Cancer Awareness Month project, outreach events on Women’s Health Days at our three clinics, and educating local community groups and college/high school students on the *MammaCare* method of self-breast examination. New this year will be “Pink Pamper” events at local salons and Relay For Life events and “Go Tell ‘Em Guys”, a project through local public service agencies. We believe that expanding our activities with “Caring Through the Ages III” will contribute to reducing breast cancer incidence and mortality rates in our community

V. Progress Reports:

- *MammaCare* workshops were completed at Morehead State University and Elliott County High School February 2nd, February 3rd, and February 22nd 2012. Participants were given educational materials focusing on the importance of proper self- breast to placed in highly frequented areas on campus. Estimated reach- 300.
- *MammaCare* workshops were completed at the following Women’s Organizations: Elliott County Adult Education Center on February 15th, 2012, Carter County Homemakers on March 26th, 2012 and Bruin Baptist Church Ladies Circle on April 3rd, 2012. Estimated reach 50.

- “Pledge To Have A Mammogram” events were held at Elliott County Relay For Life on June 9th 2012 and at Cater County Relay For Life on June 15th, 2012. Estimated reach 400. In addition we were also able to distribute educational information to 75 men at these events, as they visited our booth with their significant others.
- *MammaCare* workshops were completed at Elliott County and East Carter high schools November 15 and November 16 2012. Participants were given educational materials focusing on the importance of proper self-breast exam. Estimated reach-200

Kentucky Connection Program

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$20,000

III. Areas Served:

62 Central and Western Kentucky Counties

IV. Goals and Objectives:

- The staff and volunteers of Kentucky Pink Connection help breast cancer patients help themselves by guiding them to local resources and financial support; arranging mammogram screenings; providing wigs and medical supplies; negotiating with insurance companies; assisting with transportation and childcare issues during treatment; connecting them to support groups; informing them of clinical trials; and addressing any unique personal roadblocks they have to treatment. Services are free and available to all Kentucky women with a special emphasis on the uninsured, underinsured, and ethnic populations.
- For more information on how Kentucky Pink Connection can help you or someone you love, please call toll free (877) 597-4655 or visit the Kentucky Pink Connection website at www.kypinkconnection@insightbb.org
- Breast Cancer Research and Education Trust Fund dollars are supporting Kentucky Pink Link's statewide expansion.

V. Progress Reports:

- Kentucky Pink Connection has provided breast health education and navigation information to over 3200 women statewide.
- Partnership with the Kentucky Federation of Women’s Clubs provided the perfect venue to educate and spread the word about breast health and our organization. A complete listing is included.
- KPC provided services for 215 clients who reside in 33 counties in Central and Western Kentucky. Services range from gas cards, medical bills, utilities, bras.

- Lymphedema garments, wigs and prosthesis. Value of services provided \$ 14,275.58- Budget for services \$ 7,500.00
- Eleven events were held across the Western Counties with over 1200 in attendance.

Calloway County Health Department

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$20,000

III. Areas Served:

Calloway County

IV. Goals and Objectives:

- Although all eligible women of Calloway County will be served by this project, minority groups such as African-American, Hispanic, and multi-cultural women will be one of the target populations for this project. In addition, local agency employers and their employees will also be a targeted population via a small scale worksite health education offering.
- During FY12, Calloway County Health Department began a breast cancer research and education trust fund grant project with a main focus on outreach to the county's African-American population, which had never been attempted in the past. Based on the favorable response from members of that community, this project would build on that positive momentum and further extend our commitment to serve and build trust with the African-American women of Calloway County. In addition, Murray State University (MSU), which is located in Calloway County, provides educational opportunities for international or multi-cultural students. When these students arrive at MSU, their families accompany them and are in need of care. Outreach with MSU's Institute for International Studies will be essential to bridge a gap in communication of the available breast cancer screening services offered at the health department.
- According to the American Cancer Society, the chance of a woman being diagnosed with breast cancer is 1 in 8. In addition, according to published statistics from the Centers for Disease Control, the incidence rate of breast cancer for African-American women is the second highest among all races; however, the African-American race has a 39% higher rate of breast cancer mortality. According to the Susan G. Komen website statistics, breast cancer is the most common cancer for the Hispanic population. Furthermore, Calloway County has

an elevated level of breast cancer incidence rate of 146.93 per 100,000 persons, which is comparable to Kentucky's rate of 144.68 per 100,000.

V. Progress Reports:

During the FY 2013 funding term, Calloway County followed through on the following activities:

- 11 newspaper ads published (7,500 per run)
- 1 ad in regional parenting circular (20,000 per run)
- 12 vendor toolkits distributed
- 40 breast cancer awareness letters mailed to employers
- 262 employer champion cards returned
- 15 participants in *MammaCare* presentation-MSU.
- 5 presentations to community agencies
- 6 professional mailings to medical practices about BCCTP
- 2 Hispanic outreach project conducted (34 packets)
- 1 HANDS patient outreach project (est. 25 packets)
- 1 large health fair (est. 5000)

Purchase District Health Department

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$20,000

III. Areas Served:

Ballard, Carlisle, Fulton, Hickman and McCracken Counties

IV. Goals and Objectives:

- The Purchase District Health Department serves five counties; Ballard, Carlisle, Fulton, Hickman, and McCracken. It consists of six local health centers with highly skilled registered nurses at each site. As of 6/30/10, the number of unduplicated patients in our family planning and cancer screening program for the counties of Ballard, Carlisle, Fulton, Hickman, and McCracken was 2,635 and 2,074, respectively. The goal is to increase the number of unduplicated patients for Ballard, Carlisle, Fulton, Hickman, and McCracken by 50 women.
- A media campaign will be developed to educate women regarding (1) prevalence of breast cancer in our area; (2) the signs, symptoms, and risk factors of breast cancer; and (3) the available resources for early detection. The forms of media to be utilized are billboards, local newspapers, radio, and television. A media consultant will be utilized to assist with the placement and content of the media campaign components. All spots/ads will contain the wording "Funding Provided by Breast Cancer Research and Education Trust Funds."

- Gift cards will be distributed by the local health centers for those women eligible for this grant program who submit a copy of their check-out form as proof of receipt of a screening mammogram.
- Handouts will be developed and distributed via mail to homeless shelters/kitchens, food pantries, local minority churches, DCBS offices, Mental Health offices, housing authorities, local OB/BYN providers, and other applicable service providers to outreach to women who would be eligible for this incentive grant program. The handout will be developed from the media campaign items so that the media campaign and the outreach activities have a consistent message. Health Educators and local clinic nurses will collaborate with the local breast and cervical cancer coalitions and the Kentucky Cancer program to increase the awareness of this incentive program.
- Health educators will conduct breast cancer education/awareness presentations to community agencies, churches, and schools upon request.
- Health Educators/Clinic Nurses will provide a presentation/display at the Diabetes Expo held in September and the KEEP (Kidney Early Evaluation Program) event held in March. Both of these events are coordinated by our Level 3 Diabetes Education Team and are located in Paducah. The KEEP event is held at the Washington Street Baptist Church and the target audience is the African-American population.

V. Progress Reports:

- A TV commercial spot was held on News Channel 6 which reached 5 counties with a viewing audience of 25,000.
- Events were held at the Diabetes Expo, La Center Days in Ballard Co., His House Cancer Awareness Booth in Ballard and Carlisle Counties, Breakfast in Pink event in Carlisle Co., a Diabetes Lunch and Learn at the McCracken County Health Department as well as representation at the KEEP event at the health department.
- There were 2500 people served by passing out flyers to all 5 counties at area churches, Dollar General stores, food pantries and housing authorities.

Monroe County Health Department

I. Grant Amount Awarded:

\$15,000

II. Amount Expended to Date:

\$15,000

III. Areas Served:

Monroe County

IV. Goals and Objectives:

- In an effort to reduce the incidence and mortality of breast cancer in Monroe County, the Monroe County Health Department will implement a mammogram screening promotion. The Breast Cancer Research and Education Trust Fund will allow us to expand a “Women’s Health Forum” which is held annually each fall. This funding will provide free mammogram screenings to approximately 175 underserved women in Monroe County. This funding will also provide a clinical breast exam and follow-up for positive findings. These mammograms will be provided through our local hospital, the Monroe County Medical Center, and will be free of charge. Our goal is to detect breast cancer in earlier and more treatable forms.

V. Progress Reports:

- The Monroe County Health Department developed the Monroe County Cancer Coalition 2000 that consists of employees of the health department and community partners. Organizations represented on the coalition are the Monroe County Medical Center, Monroe County Home Health, Public Library, Monroe County Extension Agency, Tompkinsville City Hall, Monroe County School System, Community Outreach, Retired Teacher Association, and Monroe County 4-H. This coalition meets quarterly to discuss and plan activities relating to breast cancer. The coalition focuses on planning the Women’s Health Forum each year.
- Media: Newspaper advertisements/articles (estimated reach 5,000)
Billboard (Estimated Reach 20,000)
Radio (Estimated Reach 22,000)
- Mammogram Services:
20 Screening Mammograms
4 Diagnostic Mammograms and abnormal follow-up

American Cancer Society

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date

\$20,000

III. **Areas Served:**

The state of Kentucky, including but not limited to the Eastern parts of the state where poverty rates are high and more than 58% of the patients are served.

IV. **Goals and Objectives:**

- The grant we are requesting will allow us to provide a comprehensive approach to ensuring more underserved Kentuckians have access to the care and resources they need to increase their chances of surviving cancer. We will do this via a three-tiered, integrated approach within the Hope Lodge:
 - **Lodging:** Provision of free lodging for Breast Cancer patients and their caregiver(s).
 - **Education and Support Services:** Provision of education and support services to all Hope Lodge patients, including nationally recognized programs of the American Cancer Society; such as *I Can Cope*, and *Look Good...Feel Better*- classes for newly diagnosed patients.
 - **Transportation:** Provision of transportation to and from cancer treatments while staying at the Lexington Hope Lodge.

V. **Progress Reports:**

- A total of 45 breast cancer patients stayed at the hope lodge for a total of 419 nights of free lodging.
- Overall, those patients saved more than \$50,000 combined in lodging alone.
- There were 11 breast cancer patients were given 128 rides to and or from treatment via our Hope Lodge shuttle.
- More than 235 Look Good...Feel Better services were provided.
- More than 120 Reach to Recovery visits were made.
- More than 110 wigs were provided free of charge.

Kentucky Cancer Program West

I. **Grant Amount Awarded:**

\$19,838

II. **Amount Expended to Date:**

\$19,838

III. **Areas Served:**

Central and Northern Kentucky

IV. **Goals and Objectives:**

- The Kentucky Cancer Program (KCP) in collaboration with Kentucky First Lady Jane Beshear and the state's equine industry proposes the continued expansion of a successful statewide breast cancer initiative Horses and Hope, to provide breast

cancer awareness, education, and early detection through screenings and referrals. Horses and Hope, focuses on multiple groups, including horseracing fans, breast cancer survivors, and workers at Kentucky's thoroughbred tracks, training centers, and horse farms. Special emphasis is placed on horse industry workers who are uninsured and underinsured. The First Lady is enthusiastically continuing her support, working with the Pink Stable, a committee of women horse owners, trainers, jockeys and race track representatives.

- KCP is seeking funds from the Kentucky Breast Cancer Research and Education Trust Fund to support the continued expansion of Horses and Hope. Building on the foundation and relationships previously established, KCP will expand Horses and Hope participation to include other interested equestrian groups and address additional needs identified through surveys with horse industry workers. The program will be jointly managed by the KCP at the University of Kentucky Markey Cancer Center and the University of Louisville Brown Cancer Center to ensure a coordinated and comprehensive statewide program

V. Progress Reports:

- A Pink Race Day was held at Turfway on 7-7-12 for 2,000 race fans. Educational information, exhibit, and PSA's were provided.
- Over 165 survivors and families attended a breast cancer educational event. A health fair was held on 10-2-12 for 50 people.
- Breast cancer education was provided to 301 employees at the track and surrounding horse farms.
- A mailing was sent to 500 surrounding horse farms to educate farm employees about breast cancer screening, encourage participation in the Keeneland October screening day and health fair, and gather information about breast cancer education and screening needs.
- A mammography van provided screening on 10-22-12 at Keeneland to 23 women. A health fair offered information about breast cancer and community services.
- A mammography van provided screening on 2-15-13 at Turfway to 18 women. A health fair was also held with 53 people attending.
- A Pink Race Day was held at Keeneland on 4-14-13 for 18,325 race fans. Educational information, exhibit, and PSA's were provided. A total of 430 survivors and families attended a breast cancer educational event.

Lexington/Fayette County Health Department

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$0.00

III. Areas Served:

Fayette County

IV. Goals and Objectives:

- Coordinate two Community Breast and Cervical Screening events to provide cancer screening visits and same day mammography screening for women in the Fayette urban county area and surrounding counties at the LFCHD Public Health North Clinic. This geographically includes the north side of Lexington which has the highest concentration of underserved residents.
- Plan and collaborate to do outreach with identified partners in the community to target women for the event who are primarily 40 and older, uninsured, below 250% of the federal poverty level, African American, Hispanic, gay, lesbian or transgender, homeless or transient migrants and who have not had a screening within two years.
- Increase awareness of early detection as the best first defense against breast cancer by one on one outreach and mass media.
- Strategically market through print, radio, television and internet media with a goal to schedule 80-100 appointments in advance of the screening dates.
- The targeted goal is to do same day screening on 120 women total or 60 women per event, providing transportation where the need is identified as a barrier.
- Follow up on abnormal results by LFCHD nurse case managers in accordance with the Kentucky Department of Public Health guidelines.

V. Progress Reports:

- No activity to report

Franklin County Health Department

I. Grant Amount Awarded:

\$11,537

II. Amount Expended to Date:

\$11,253.44

III. Areas Served:

Franklin County

IV. Goals and Objectives:

- The Best Protection is Still Early Detection program is built upon past successes of local volunteers, Franklin County Health Department staff and other partners throughout the community. As a coalition, members sought and used proven

outreach methods to overcome the barriers that prevent women from receiving a mammogram. The increase in the number of targeted women who took advantage of screening events to receive a mammogram during 2010-2011 encourages the coalition to improve on what did work and add new ideas for the coming year. It is our hope to report an even greater percentage of women receiving lifesaving mammograms through our coalition's efforts.

V. Progress Reports:

- Four Bosom Buddies meetings conducted in August, September, October and November with an average attendance of 10 members.
- The Bells of Hope was held in October with partners including Bosom Buddies, Delta Sigma Theta and First Baptist Church. Approximately 60 African American women were in attendance.
- Two FCHD Ladies Health Day screening events were offered in October and May. Incentives were distributed to eighty women.
- Three newspaper ads were run in the *State Journal* and *The Advantage* during May reaching 90% of homes in Franklin County.
- Two *State Journal* newspaper articles were published.
- Information was also provided for several health fairs.

Plans for FY 2014:

The BCTF Board has convened a Media Committee to raise awareness of the BCTF. This project will sustain or increase the number of license plates sold and also increase knowledge about the BCTF program and various ways to contribute. As the BCTF continues to grow, more funding will be provided to local communities through the grant process to increase awareness and screenings for breast cancer in never or rarely-screened women. Successful initiatives, such as Horses and Hope and local screening activities, will continue across the commonwealth of Kentucky.

Appendix A

Kentucky Revised Statutes Related to the Breast Cancer Trust Fund

KRS 211.580 Breast cancer research and education trust fund.

(1) The BCTF is created as a separate revolving fund. The BCTF shall consist of funds collected from the income tax check-off created under KRS 141.446 and any other proceeds from grants, contributions, appropriations, or other moneys made available for the purposes of the trust fund.

(2) BCTF amounts not expended at the close of a fiscal year shall not lapse but shall be carried forward to the next fiscal year.

(3) Any interest earnings of the BCTF shall become a part of the BCTF and shall not lapse.

(4) BCTF moneys shall be used to support breast cancer research, education, treatment, screening, and awareness in Kentucky. Funds shall be distributed as directed by the BCTF Board established by KRS 211.585.

(5) Moneys transferred to the BCTF pursuant to KRS 141.446 are hereby appropriated for the purposes set forth in KRS 211.580 to 211.590.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 2, effective June 20, 2005.

KRS 211.585 BCTF Board -- Membership -- Terms -- Meetings.

(1) The BCTF Board is hereby created for the purpose of administering the BCTF created under KRS 211.580. The board shall be composed of nine (9) members as follows:

(a) The director of the University of Louisville Brown Cancer Center or the director's appointed designee;

(b) The director of the University of Kentucky Markey Cancer Center or the director's appointed designee;

(c) The president of the Kentucky Breast Cancer Alliance or the president's appointed designee;

(d) The director of the Kentucky Cancer Program East or the director's appointed designee;

(e) The director of the Kentucky Cancer Program West or the director's appointed designee;

(f) Two (2) citizens, one (1) of whom shall be a breast cancer survivor, to be appointed by the Governor;

(g) The secretary of the Cabinet for Health and Family Services, or the secretary's designee; and

(h) The commissioner of the Department for Public Health or the commissioner's designee.

(2) The board shall be attached to the Cabinet for Health and Family Services for administrative purposes.

(3) The secretary of the Cabinet for Health and Family Services shall convene the first meeting of the board within sixty (60) days of June 20, 2005.

(4) Board members shall serve without compensation, but may receive reimbursement for their actual and necessary expenses incurred in the performance of their duties.

(5) The term of each appointed member shall be four (4) years.

(6) A member whose term has expired may continue to serve until a successor is appointed and qualifies. A member who is appointed to an unexpired term shall serve the rest of the term and until a successor is appointed and qualifies. A member may serve two (2) consecutive four (4) year terms and shall not be reappointed for four (4) years after the completion of those terms.

(7) A majority of the full membership of the board shall constitute a quorum.

(8) At the first meeting, the board shall elect, by majority vote, a president who shall preside at all meetings and coordinate the functions and activities of the board. The president shall be elected or

reelected each calendar year thereafter.

(9) The board shall meet at least two (2) times annually but may meet more frequently, as deemed necessary, subject to call by the president or by request of a majority of the board members.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 3, effective June 20, 2005.

Legislative Research Commission Note (6/20/2005). 2005 Ky. Acts chs. 11, 85, 95, 97, 98, 99, 123, and 181 instruct the Reviser of Statutes to correct statutory references to agencies and officers whose names have been changed in 2005 legislation confirming the reorganization of the executive branch. Such a correction has been made in this section.

KRS 211.590 Duties of BCTF Board.

The BCTF Board created by KRS 211.585 shall:

(1) Develop a written plan for the expenditure of trust funds made available under KRS 211.580. The initial plan shall be completed on or before October 1, 2005, and shall be updated on an annual basis on or before October 1 of each year thereafter. The plan shall, at a minimum, include the following:

(a) A summary of existing breast cancer education, awareness, treatment, and screening programs provided to residents of Kentucky by type of program and by geographic area;

(b) A needs assessment for the Commonwealth of Kentucky that identifies additional programs that are needed by program type and geographic area, with support for why the identified programs are needed; and

(c) A prioritized list of programs and research projects that the board will address with funding available through the competitive grant program established under subsection (2) of this section;

(2) Promulgate administrative regulations to establish a competitive grant program to provide funding to not-for-profit entities, educational institutions, and government agencies in Kentucky offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening.

(a) The grant program shall give preference to programs proposing to serve the medically underserved population.

(b) The grant program shall provide funding to projects and programs in accordance with the priorities established in the plan developed under subsection (1) of this section.

(c) The administrative regulations shall, at a minimum:

1. Establish an application process and requirements;

2. Set forth program and outcome measurement requirements;

3. Establish an application review and award process; and

4. Provide monitoring, oversight, and reporting requirements for funded programs;

(3) Promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590; and

(4) Provide to the Governor and the Legislative Research Commission an annual report by October 1 of each year. The report shall include:

(a) The plan developed under subsection (1) of this section for the expenditure of funds for the current and next fiscal year;

(b) A summary of the use and impact of prior year funds;

(c) A summary of the activities of the board during the prior fiscal year; and

(d) Any recommendations for future initiatives or action regarding breast cancer research, education, awareness, treatment, and screening.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 4, effective June 20, 2005.

APPENDIX B

Kentucky Administrative Regulations Related to the Breast Cancer BCTF Grant Program

920 KAR 3:010. Breast Cancer Research and Education Grant Program.

RELATES TO: KRS 141.446, 194A.095, 211.580, 211.585, 211.590(1), (4)

STATUTORY AUTHORITY: KRS 194A.050(1), 211.590(2), (3)

NECESSITY, FUNCTION, AND CONFORMITY: KRS 211.590(3) authorizes the BCTF Board to promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590. KRS 211.590(2) requires the BCTF Board to promulgate administrative regulations to establish a competitive grant program to provide funding to organizations offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening. This administrative regulation establishes the Breast Cancer Research and Education Grant Program.

Section 1. Definitions. (1) "Applicant" means a not-for-profit entity, educational institution, or government agency in Kentucky offering programs or services as described in KRS 211.590(2) and applying for a grant pursuant to this administrative regulation.

(2) "Board" means the BCTF Board created by KRS 211.585.

(3) "Funding" means a financial grant from the BCTF created by KRS 211.580.

Section 2. Application Process. (1) An applicant may apply or reapply each year for grant funding to support the applicant's program or service in the areas established by KRS 211.590(2).

(2) To apply for grant funding, an applicant shall mail to the board:

(a) A completed "Breast Cancer Research and Education Trust Fund, Application for Research and Education Grant Program" grant application form:

1. Postmarked on or before the date specified in the applicable grant notice; and
2. Addressed to the Cabinet for Health and Family Services, Department for Human Support Services, Division of Women's Physical and Mental Health, 275 East Main Street, Frankfort, Kentucky 40621; and

(b) A project description that includes the following information:

1. The need of the program or service;
2. The goals and objectives including how many people will be affected and in what geographic area;
3. The outcomes directly related to the changes or impact of the program or service;
4. An implementation plan describing how the objectives will be met;
5. A timeline for implementation of the proposed program or service;
6. Plans designed to measure the success of the program or service; and
7. Intent to provide semi-annual and year-end progress reports documenting satisfactory progress toward meeting the grant objectives; and

(c) The following financial information:

1. A detailed budget of requested funds; and
 2. A description of any other sources of funds for the program or service including in-kind participation.
- (3) A faxed or incomplete application shall not be considered for funding.

Section 3. Duties of the Board. (1) The board shall:

(a) Hold meetings and conduct board business pursuant to KRS 211.585(9);

(b) Advertise a grant on the Cabinet for Health and Family Services Web site including:

1. A postmark date for submission of an application; 2. The mailing address for the application as

specified in Section 2(2)(a)2 of this administrative regulation; and

3. An anticipated grant award date;

(c) Review and score applications based on the following criteria:

1. Relevancy to the mission of the Breast Cancer Research and Education Trust Fund;

2. Offer of a program or service in the areas of:

a. Research;

b. Education;

c. Awareness;

d. Treatment; or

e. Screening;

3. Proposal to serve the medically underserved population;

4. Proposal to address the prioritized list of programs and research projects the board has identified; and

5. Enhancement but not duplication of a program or service currently provided in the same geographic area;

(d) Give first preference to programs and priorities for grant awards according to the following priorities established by the board in accordance with KRS 211.590(2)(a) and (b):

1. Disparate populations;

2. Never and rarely screened; and

3. Translational research in clinical demonstration projects; and

(e) To the extent funds are available, award a Breast Cancer Research and Education Grant:

1. To a selected applicant; and

2. Notify the applicant of the award decision:

a. Within ninety (90) days after application deadline;

b. In writing; and

c. By certified mail.

(2) The board's decision for award selection shall be final.

(3) The successful applicant shall sign and return a grant agreement:

(a) To the board; and

(b) Postmarked within two (2) weeks of receipt.

(4) If a research grant is awarded, the grant shall be contingent upon a grant recipient's appropriate Institutional Review Board approval if applicable.

Section 4. Grant Objectives Reporting. (1) A grant recipient shall provide semi-annual and year-end progress reports to the board as specified in Section 2(2)(b)7.

(2) A grant recipient that is not making satisfactory progress toward meeting grant objectives, as determined by the board, shall be notified in writing that objectives are not being met. The grant recipient shall:

(a) Submit to the board within thirty (30) days of receiving the notice a corrective action plan addressing the objectives that are not being met; and

(b) Reimburse the board for grant funds received to date if the corrective action plan is not implemented.

Section 5. Incorporation by Reference. (1) "The Breast Cancer Research and Education Trust Fund, Application for Research and Education Grant Program", edition 12/06, is incorporated by reference.

(2) This material may be inspected, copied, or obtained, subject to applicable copyright law, at the Cabinet for Health and Family Services, 275 East Main Street, Frankfort, Kentucky 40621, Monday through Friday, 8 a.m. to 4:30 p.m. (33 Ky.R. 1479; Am. 1822; eff. 2-2-2007.)

APPENDIX C

1. National Cancer Institute (NCI). State Cancer Profiles. Accessed October 28, 2013, at : <http://statecancerprofiles.cancer.gov/cgi-bin/quickprofiles/profile.pl?00&055>
2. Kentucky Department for Public Health, Division of Administration and Financial Management, Breast Cancer Research and BCTF Statement of Revenue and Expenditure Report dated October 28, 2013.
3. Transportation Cabinet at: <http://transportation.ky.gov/> . Accessed November 8, 2013.